

Mr. Shuman

The Inland Printer



NOTICE TO READER: When you finish reading this magazine place a 1 cent stamp on this notice, hand same to any postal employee and it will be placed in the hands of our soldiers or sailors at the front. No wrapping -- no address. A. S. BURLESON, Postmaster-General.

Doubletone Inks and Ullmanines

**May occasionally require a little more
Care and attention than ordinary inks
To bring out the best that is in them.**

**But then---the results are so far
Superior, that the little extra effort
Pays large dividends.**

**Another thing---under present
conditions**

**Even more than in normal times
Doubletone Inks and Ullmanines
Are most economical to use.**

**We are still able to supply
Practically all the standard shades
Or to match them very closely.**

THE printer's business is anything but a sinecure; his troubles are plentiful. Few outside of the realm of printing have any conception of his many and varied problems—paper is but one cause for frequent grief. We have recognized this fact, and many years ago we set ourselves to work determined to reduce his paper troubles to the lowest possible point. "Butler Brands," including "Warren's" Standards, are the result. Take Warren's Lustró Superfine Coated Book, for instance, and you have the last word in an all-round, dependable, high-finished coated paper; not only does it excel in printing quality, but it also embraces a character and weave of body fibre that spells perfection in the production of the more important forms of catalogs and illustrated advertising. Like Warren's Olde Style, Warren's Library Text and other Warren's Standards, every run of paper is thoroughly tested under normal conditions in the printing test-shop of the Warren Mills. An actual printed sheet is placed at the top of each case of paper to assure you that the quality corresponds to the standard set for that grade.

A collection of interesting printed specimens, as illustrated above, will be mailed on request.

Standard Paper Co. . . . Milwaukee, Wis.	American Type Foundry Co. . . Spokane, Wash.
Missouri-Interstate Paper Co., Kansas City, Mo.	National Paper & Type Co. (export only)
Mississippi Valley Paper Co. . . St. Louis, Mo.	New York City
Southern Paper Co. . . . Dallas, Tex.	National Paper & Type Co. . . Havana, Cuba
Southwestern Paper Co. . . Houston, Tex.	National Paper & Type Co., Mexico City, Mexico
Pacific Paper Co. . . . Portland, Ore.	National Paper & Type Co. . . Monterey, Mexico
Sierra Paper Co. . . . Los Angeles, Cal.	National Paper & Type Co. . . Guadalajara, Mex.
Printers and Publishers Paper Co., Detroit, Mich.	National Paper & Type Co., . . .
Central Mich. Paper Co., . . .	Buenos Aires, Argentine Republic
Grand Rapids, Mich.	National Paper & Type Co. . . Guaymas, Mexico
Mutual Paper Co. . . Seattle, Wash.	National Paper & Type Co. . . Lima, Peru
Commercial Paper, and Card Co., New York City	

J. W. Butler Paper Company
Chicago

Reliable Printers' Rollers

Sam'l Bingham's Son Mfg. Co.

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PITTSBURG

88-90 South 13th Street

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514-516 Clark Avenue

KANSAS CITY

706 Baltimore Avenue

ATLANTA

40-42 Peters Street

INDIANAPOLIS

151-153 Kentucky Avenue

DALLAS

1306-1308 Patterson Avenue

MINNEAPOLIS

719-721 Fourth St., So.

DES MOINES

609-611 Chestnut Street

CLEVELAND, OHIO

1285 West Second Street

SPRINGFIELD, OHIO

Shuey Factories Building

The Only Ink House in the World

that manufactures all the materials entering into

LITHOGRAPHIC AND LETTER PRESS INKS IS

THE
AULT & WIBORG
COMPANY

Who, in three distinct groups of factories, located at or near
Cincinnati, Ohio, manufacture all their

ACIDS

HEAVY CHEMICALS

INTERMEDIATES

ANILINE DYES

DRY PIGMENTS

LITHOGRAPHIC VARNISHES

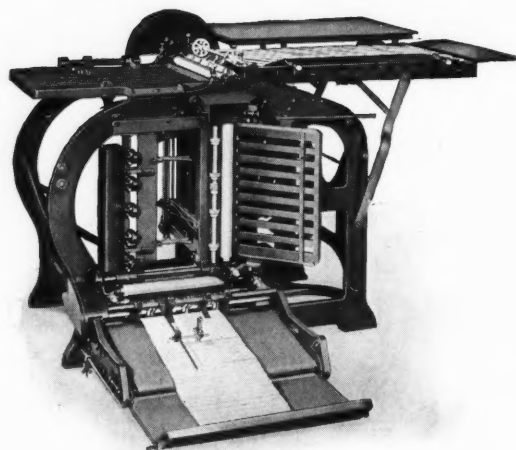
LETTER PRESS VARNISHES

CARBON BLACKS

and with Their Large Staff of Scientific Experts are Thus Enabled to Offer You

The Best in the World

COMPARE
the merit points
of any other
Folding Machine
with the



CLEVELAND

and you will find
the answer to the
problem of correct
folding costs. With
its versatility,
speed, accuracy
and economy, the
"Cleveland" is *ideal*
for most binderies.

The following points of superiority put the "CLEVELAND" Folding Machine in a class by itself for all 'round service:

- has the widest range in sizes of sheets accommodated.
- makes 159 different folds.
- accurate register, always.
- economical operation.
- speed, with minimum spoilage.
- rapidity in changing forms.
- simplicity in construction.
- no tapes, knives or cams.
- backed by a *real* guarantee.

May we send you the Book of "Cleveland" Folders, illustrating and describing the machine in detail? It will interest you.

THE CLEVELAND FOLDING MACHINE CO.

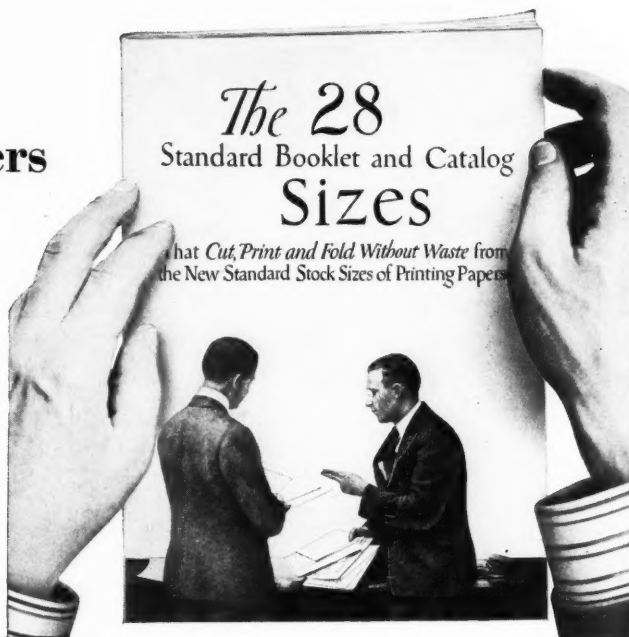
GENERAL OFFICES AND FACTORY: CLEVELAND

Printing Crafts Building, New York

The Bourse, Philadelphia

532 S. Clark St., Chicago

**This Booklet
tells how
Standard Papers
Cut and Fold
Without
Waste**



**Waste means loss to you—
Standardize!**

YOU can save money and time
by using the 28 Standard Sizes
for Booklets, Catalogs and House
Organs — a size for the need of
every customer. Our booklet tells
the story. Send for your copy today



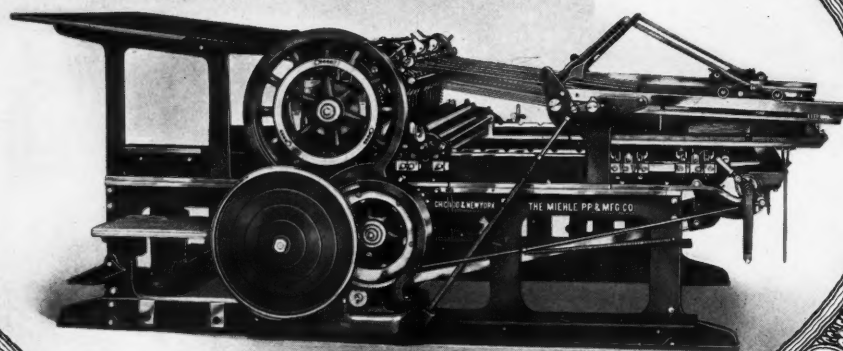
DEXTER FOLDER COMPANY

Folding, Feeding, Binding, and Cutting Machinery

200 FIFTH AVENUE

NEW YORK CITY

The Miehle



Power Economy

"AN ounce of prevention is worth a pound of cure."
If you need a cylinder press, take the precaution of full investigation of the comparative merits of the various machines on the market.

If you do so, we know you will buy a Miehle.

And one of the important points that will compel this choice is the demonstrated fact that the Miehle runs day in and day out with the expenditure of less power than any other press.

It is investigation of this sort that is back of the fact that The Miehle is never "sold;" it is always "bought."

MIEHLE PRINTING PRESS & MFG. CO.

Principal Office: FOURTEENTH AND ROBEY STREETS, CHICAGO

Sales Offices in the United States:

CHICAGO, ILL. - - - - -	1218 Monadnock Block	DALLAS, TEX. - - - - -	411 Juanita Building
NEW YORK, N. Y. - - - - -	2840 Woolworth Building	BOSTON, MASS. - - - - -	176 Federal Street
PHILADELPHIA, PA. - - - - -	Commonwealth Trust Building	SAN FRANCISCO, CAL. - - - - -	401 Williams Building

ATLANTA, GA., Dodson Printers Supply Co.

DISTRIBUTERS for CANADA: Toronto Type Foundry Co., Ltd., Toronto, Can.

YOU NEVER HEARD OF A MIEHLE BEING SCRAPPED

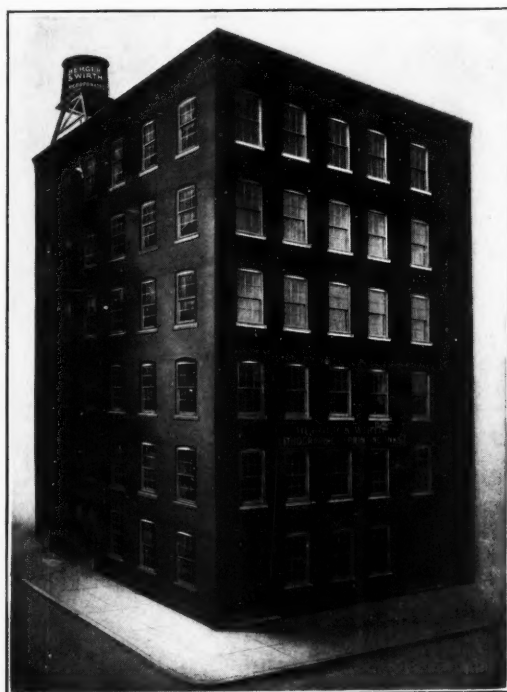
Strictly an American Corporation

All our stock being owned and held exclusively by American citizens and residents of the State of New York.

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**58-60 COLUMBIA HEIGHTS
BROOKLYN, NEW YORK**

Printing and Lithographic



INKS

OF HIGHEST QUALITY

for every known printing purpose, particularly three and four color process (wet and dry) Rotogravure, Offset and Litho, Copper and Steel Plate and Die Stamping Inks.

Why J.C. Blair Company uses

Seybold Cutters



J.C. Blair Company
MANUFACTURING STATION
FINE PRINTING

Huntingdon, Penn., U.S.A.
November twenty
1917

The Seybold Machine Company,
Dayton, Ohio.

Dear Sirs:

It is a pleasure to us to state that the Seybold cutting machines have furnished the best of continuous service in our plant for the past twenty years, being operated constantly from morning until night every working day.

"We have found the product to be of the very best in giving accurate results, and the quality of material and construction to be such as to stand the extremely hard use required."

It is also a pleasure to extend our compliments to you for the very satisfactory experience we have had in the operation of your machines, as well as the very satisfactory business intercourse with your Company.

Yours very truly,
J. C. BLAIR COMPANY,
Em. Blair

Read their letter

THE J. C. Blair Co., who are manufacturers of the finest stationery, use Seybold Cutters exclusively because they give "ACCURATE RESULTS" and "CONTINUOUS SERVICE" for many years on the hardest kind of work.

The "HIGH QUALITY OF MATERIAL AND CONSTRUCTION" of Seybold Cutters are responsible for these results.

THE SEYBOLD MACHINE COMPANY

MAIN OFFICE AND FACTORY, DAYTON, OHIO, U. S. A.

BRANCHES AND AGENCIES:

CHICAGO.....	THE SEYBOLD MACHINE CO., C. N. STEVENS, Mgr.....	112-114 W. HARRISON STREET
NEW YORK.....	E. P. LAWSON CO., Inc.....	151-153-155 W. 26TH STREET
SAN FRANCISCO.....	SHATTUCK-NY MACHINERY AND SUPPLY CO.....	312 CLAY STREET
ATLANTA.....	J. H. SCHROETER & BRO.	TORONTO.....THE J. L. MORRISON CO.
DALLAS.....	BARNHART BROS. & SPINDLER	WINNIPEG.....TORONTO TYPE FOUNDRY CO., LTD.
LONDON.....	SMYTH-HORNE, LTD.	

Fight Your Competitive Battles on a Quality Basis

Good printing and good paper are so closely interdependent that one without the other had just as well be neither.

Strong, dignified, pleasing typography and good presswork, or lithography, do not express their real value if presented on cheap paper.

SYSTEMS BOND

speaks for itself—it suggests quality and it proves its quality by meeting every test. Those who use it will not care to take chances on a change.

*Samples and prices gladly
furnished on application.*

Eastern Manufacturing Co.

General Sales Office

501 Fifth Ave., New York City

MILLS { Bangor, Maine
Lincoln, Maine

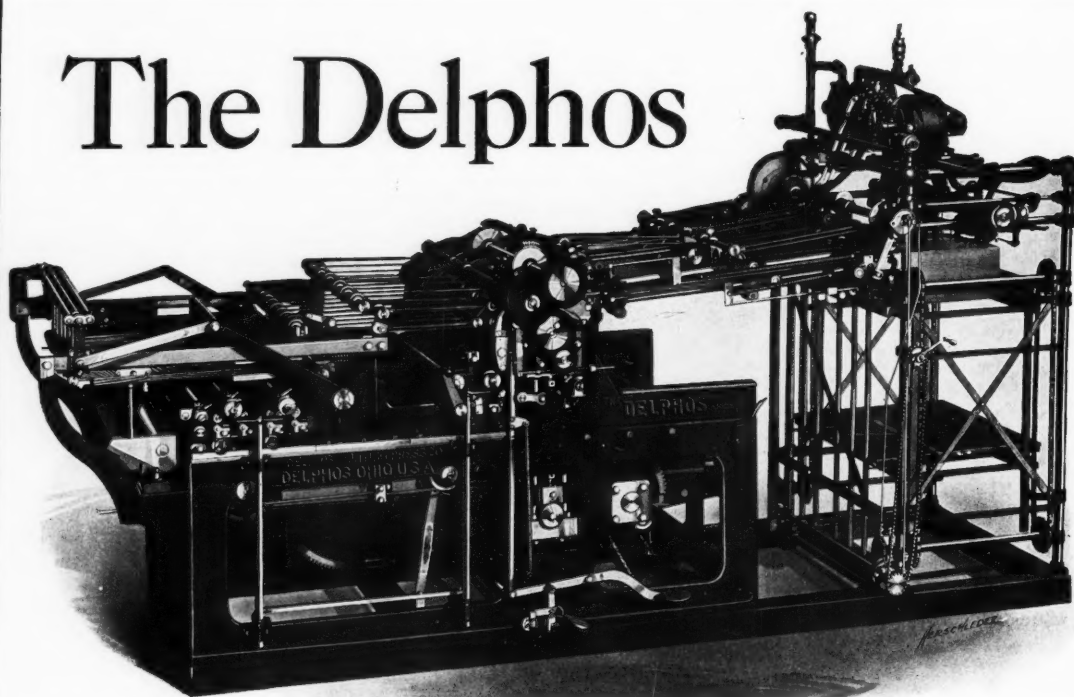
Western Sales Office
1223 Conway Building
Chicago, Ill.

DISTRIBUTORS

Swigart Paper Co., Chicago, Ill.
Beacon Paper Co., St. Louis, Mo.
E. A. Bouer Paper Co., Milwaukee, Wis.
Baltimore Paper Co., Baltimore, Md.
Carter, Rice & Co. Corp., Boston, Mass.
Disher Paper Co., Buffalo, N. Y.
Union Paper & Twine Co., Cleveland, Ohio
Donaldson Paper Co., Harrisburg, Pa.
Blake, Moffitt & Towne, Los Angeles, Cal.
Miller & Wright Paper Co., New York, N. Y.
R. P. Andrews Paper Co., Norfolk, Va.

A. Hartung & Co., Philadelphia, Pa.
Western Pennsylvania Paper Co., Pittsburgh, Pa.
C. H. Robinson Co., Portland, Me.
Blake, McFall Co., Portland, Ore.
Virginia Paper Co., Richmond, Va.
Blake, Moffitt & Towne, San Francisco, Cal.
American Paper Co., Seattle, Wash.
Spokane Paper & Stationery Co., Spokane, Wash.
Tacoma Paper & Stationery Co., Tacoma, Wash.
Barber-Ellis Co., Toronto, Ont.
R. P. Andrews Paper Co., Washington, D. C.

The Delphos



TWO-REVOLUTION PRESS AND MECHANICAL FEEDER

THE DELPHOS is *not* a *specialty* press. It is a *standard* two-revolution press mechanically fed, capable of printing any form that can be printed on any press within its limit of size. Not only that, but The Delphos prints those forms at greater speed with less lost time, and at a lower cost per 1,000 impressions.

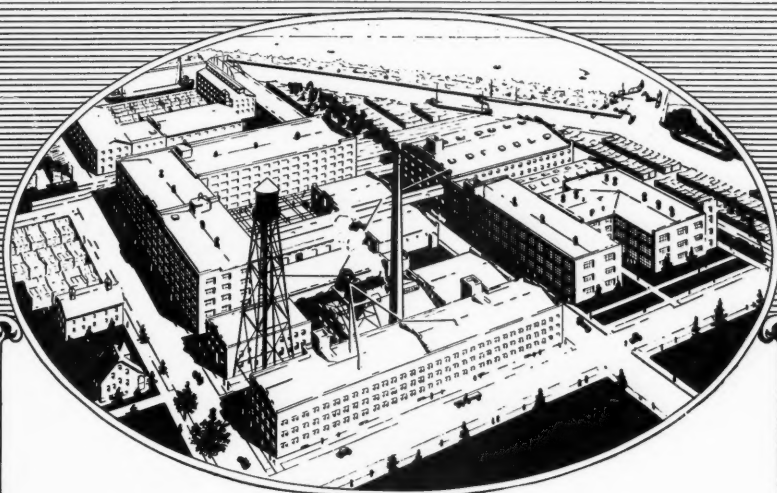
Delphos Two-Revolution Presses are showing their owners from thirty to one hundred per cent production increase over hand-fed pony presses of any make.

Isn't that interesting to a cost student?

SEND FOR DESCRIPTIVE MATTER

The Delphos Printing Press Co.

DELPHOS, OHIO



Conserve Man-Power

YOUR country needs the best work from your workmen. Efficiency will help win the war.

You need the best work if you are going to get the maximum profit.

In your composing room you can save from 10 to 20% in labor with modern Hamilton steel equipment. In addition to the above there are other important savings effected by this equipment.

From a standpoint of profits you can not afford to overlook these savings. Many printing plants, large and small, throughout the country, have availed themselves of the advantages of Hamilton equipment and service. An efficiency engineer to study your conditions and aid you to proper equipment will be sent on request. Help yourselves and Uncle Sam at the same time by having your plant made efficient.

*Hamilton Equipments carried in stock and sold by all prominent
typefounders and dealers everywhere.*

THE HAMILTON MFG. CO.

Main Office and Factories:
TWO RIVERS, WIS.

Eastern Office and Warehouse:
RAHWAY, N. J.



Buy paper knives of known quality—DOWD Quality—

The quality of the knife in your paper cutter is a mighty important affair.

Speed, accuracy, clean cutting and economy are vital knife points.

And that's why you should buy DOWD Knives—because when you buy DOWD Knives you are buying *quality* knives that have stood the test for over 70 years.

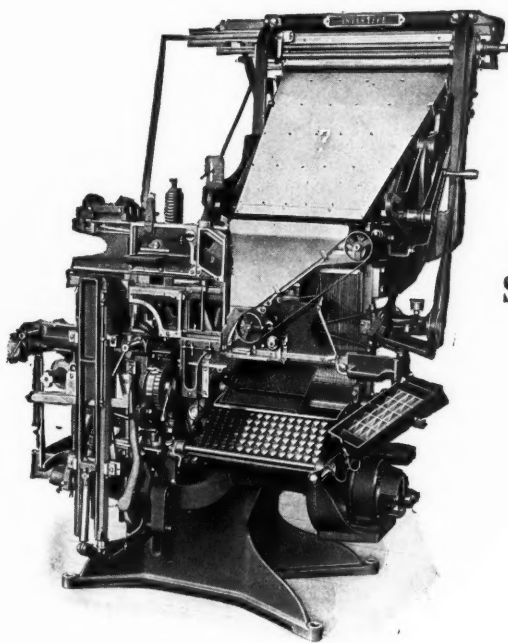
Paper mills are big users of cutting knives—they know quality—they use DOWD Knives in big quantities.

Write us on any knife problem you might have—take advantage of our valuable experience—it's yours!

R.J. Dowd Knife Works
Makers of better cutting knives since 1847
Beloit, Wis.

INTERTYPE

"The BETTER Machine"



■
SIMPLE
STANDARDIZED
FLEXIBLE
FAST
■

WRITE FOR LITERATURE

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SAN FRANCISCO
86 Third Street

NEW ORLEANS
539 Carondelet Street

Canada: Miller & Richard

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PRINTING MACHINERY AND PRINTERS' SUPPLIES

CARRIED IN STOCK
FOR IMMEDIATE
SHIPMENT BY ALL
SELLING HOUSES
OF THE AMERICAN
TYPE FOUNDERS
COMPANY

THE NEWEST LINE

**Hamilton Steel
Equipments for
Printing Plants**

ARE THE BEST

"AMERICAN
TYPE THE BEST IN
ANY CASE"

CHANDLER & PRICE PRESSES
CHANDLER & PRICE PAPER CUTTERS
DIAMOND PAPER CUTTERS
OSWEGO PAPER CUTTERS
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BOSTON WIRE STITCHERS
BOSTON STAPLE BINDERS
PORTLAND MULTIPLE PUNCHES
GOLDING MACHINERY
CUT-COST EQUIPMENT
HAMILTON WOOD GOODS

*Also a Complete Line of Composing and
Press Room Necessities, including*

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METAL LEADS & SLUGS
IN STRIPS AND CUT
METAL FURNITURE
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HAND NUMBERING MACHINES
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PRESSED STEEL STORAGE GALLEYS
RUN-EASY TAPE COUPLERS

AMERICAN TYPE FOUNDERS COMPANY

LOCATION OF SELLING HOUSES

BOSTON, MASS.
NEW YORK CITY
PHILADELPHIA, PA.
BALTIMORE, MD.

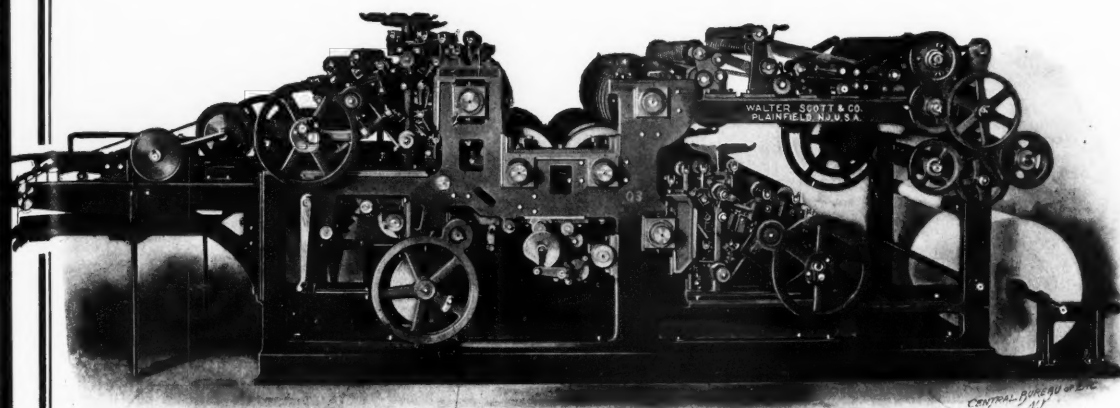
RICHMOND, VA.
BUFFALO, N. Y.
PITTSBURGH, PA.
CLEVELAND, OHIO

DETROIT, MICH.
CHICAGO, ILL.
CINCINNATI, OHIO
ST. LOUIS, MO.

MINNEAPOLIS, MINN.
KANSAS CITY, MO.
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LOS ANGELES, CAL.

SAN FRANCISCO, CAL.
PORTLAND, ORE.
SPOKANE, WASH.
WINNIPEG, CANADA

Set in members of the Cloutier Family



No Need to Worry with a **Scott All-Size Rotary**

If the publication you are running changes its size, for the press cuts off any length of sheet, and any width of paper can be used up to 50, 60 or 70 inches, according to the size of press.

If an Extra Color is Desired

by your customer, on one or both sides of the sheet, the latest Scott All-Size Rotary Press is provided with extra printing cylinders, also fitted with oil and roll offset device, and is capable of doing a good grade of printing.

You Should Take Time

to investigate the merits of this machine as it has proven a good investment wherever installed, and if you have long runs of press work this press will make money for your company.

SEND RIGHT NOW FOR FURTHER INFORMATION

WALTER SCOTT & COMPANY

DAVID J. SCOTT, General Manager

NEW YORK OFFICE: Brokaw Bldg., 1457 Broadway, at 42d St.

CHICAGO OFFICE: Monadnock Block

Main Office and Factory: PLAINFIELD, NEW JERSEY, U. S. A.

CABLE ADDRESS: WALTSCOTT, NEW YORK

CODES USED: ABC (5th EDITION) AND OUR OWN

Type Cast on the Thompson Typecaster Costs So Little You Can Throw it Away

Yet that type is good enough to be used again and again if efficiency dictates

Non-Distribution if you want it, with all the printing advantages and long-wearing qualities of foundry type. *Don't make the mistake* of assuming it is always cheaper to dump type than to distribute it. Dump where economy dictates—distribute where the cost of distribution is less than the value of the type for use again.

Leads, slugs and rules perfectly cast on the same machine, and the THOMPSON **Costs \$500 Less** than any other Typecaster.

Here, indeed, are good reasons for investigating the THOMPSON TYPECASTER before you buy any other make of machine.

*List of users, their testimony and complete
descriptive literature mailed upon request to*

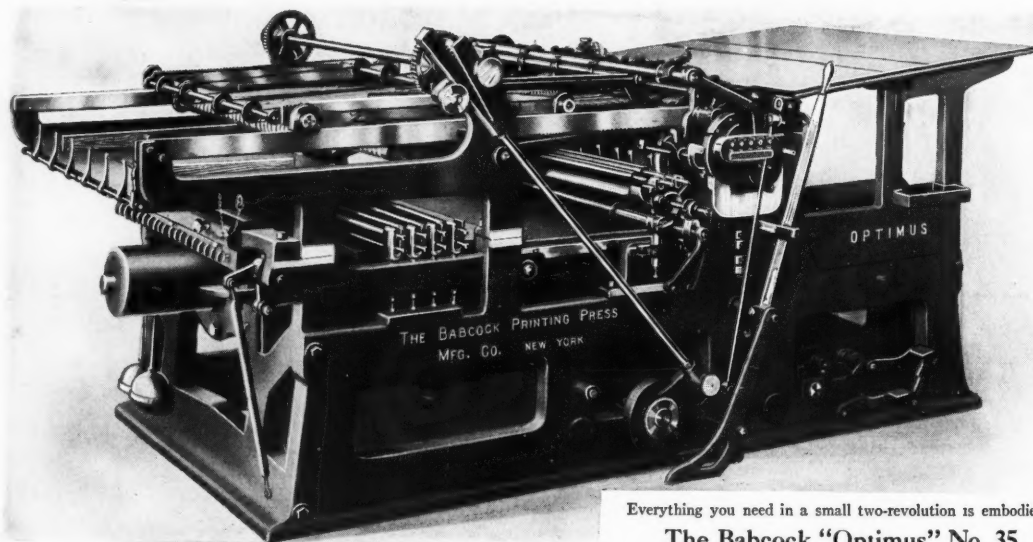
THE THOMPSON TYPE MACHINE CO.

223 WEST ERIE STREET, CHICAGO

38 PARK ROW, NEW YORK

THE BABCOCK "OPTIMUS" No. 35

Bed 27 x 35 Inches. Prints Sheet 23 x 33 Inches or 22 x 34 Inches



Everything you need in a small two-revolution is embodied in

The Babcock "Optimus" No. 35

The Babcock Printing Press Manufacturing Company New London, Conn.
38 Park Row, New York City

Barnhart Bros. & Spindler, General Western Agents, Chicago, St. Louis, Dallas, Kansas City, Omaha, St. Paul, Seattle—John Haddon & Company, Agents, London, E. C.—Miller & Richard, General Agents for Canada, Toronto, Ontario; Winnipeg, Manitoba—F. H. Boynton, Sales Agent, 86 Third Street, San Francisco, Cal.



Choosing a Cover Stock

is a very simple matter when the selection is made from a trade-marked brand of established prestige and recognized merit.

Oak Leaf Coated Cardboards offer sufficient diversity of selection to meet a variety of booklet and catalog cover requirements, and their use will assure good printing and satisfied customers.

The story of the Oak Leaf Brand is essentially one of quality. Proper materials, experienced workmen, care in manufacture and sheet-by-sheet inspection—backed by a business history of more than sixty years—have made this brand a recognized standard of quality among printers and buyers of printing.

Oak Leaf Cardboards are sold through recognized distributors in principal cities.



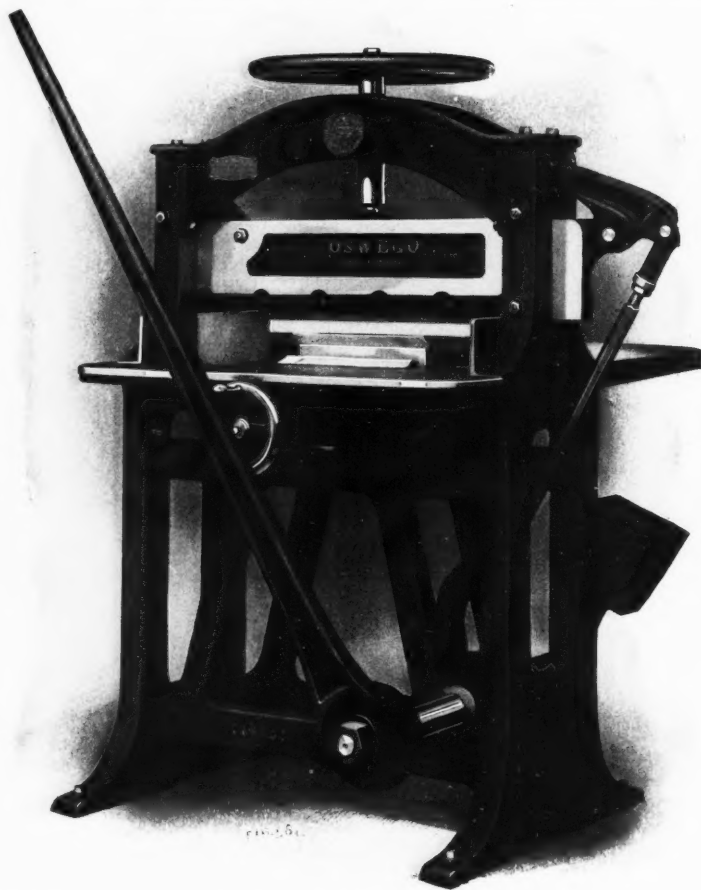
"The Standard of Quality Since 1857"

A. M. COLLINS MANUFACTURING COMPANY
NEW YORK PHILADELPHIA CHICAGO

The Oswego Policy

No new Oswego cutting machine is offered to the trade until it excels every cutting machine made in the United States, and Germany, France and England. To insure the safety of that program, before the war Europe was visited periodically and frequently. The actual cutting machine practices of England, Germany and France were carefully investigated to make sure that the new Oswego cutter excelled.

We are very jealous of that name Oswego. We do not put it on any Oswego cutting machine until it excels.



OSWEGO MACHINE WORKS

NIEL GRAY, Jr., Proprietor

OSWEGO, NEW YORK, U. S. A.

New York Office: Room 2720, Grand Central Terminal

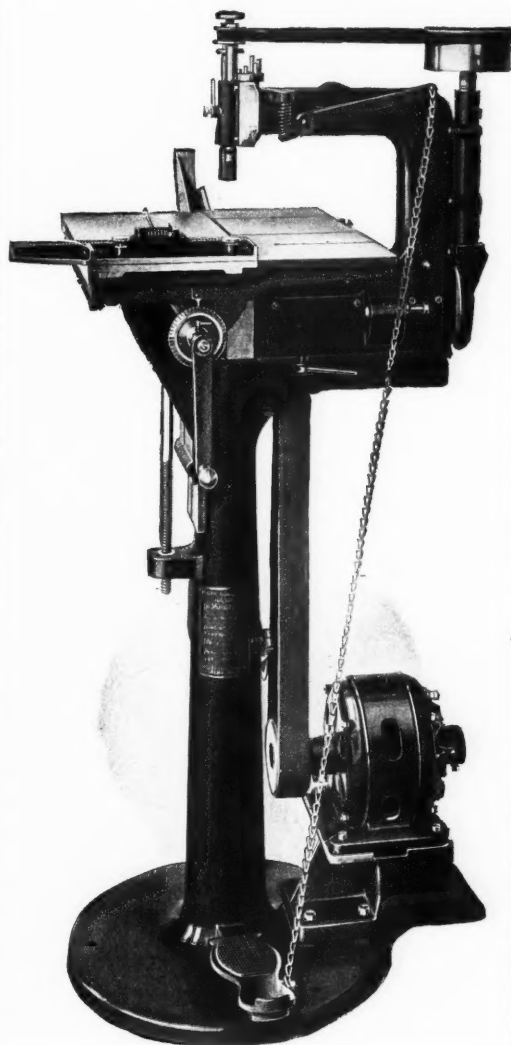
St. Louis Office: 1500 Central National Bank Building

Cutting Machines Exclusively

Ninety Sizes and Styles. All generally in stock for instant shipment. The Oswego and the Brown & Carver, 16-inch to 108-inch. For Paper, Board, Cloth, Foil, Leather, Celluloid, Rubber, Cork, Etc.

Sent on request: The remarkable list of SOME USERS, embracing the entire globe.

The
Fastest
Mortising
Machine
Ever
Made!



Saws
Trims
Mitters
Mortises
Undercuts
Rabbets
Bevels
Grinds
Drills

THE MILLER SAW-TRIMMER

A Standard Shop Necessity

For cutting down wasted time—for saving material—for turning shop-waste into value, no machine equals the Miller. Labor is too great a necessity to waste it—and too costly to overlook.

ASK FOR OUR THIRTY DAYS' TRIAL PROPOSITION—BUT ACT NOW—TODAY!

*3900 Miller Saws in use. 2500 Miller Feeders in use.
Better Get Yours NOW!*

MILLER SAW-TRIMMER COMPANY
PITTSBURGH

NEW YORK
60 Beekman Street

BOSTON
191 High Street

CHICAGO
550 S. Clark Street

SAN FRANCISCO
145 Second Street

The **FEDERAL LAW** *and* **UNFAIR COMPETITION**

By the Act of Congress Creating the
FEDERAL TRADE COMMISSION

All unfair methods of competition in commerce are declared unlawful.

This embraces — “THE PAYMENT OF ANY GRATUITIES, COMMISSIONS, REBATES, OR LOANS TO EMPLOYEES OR PRINCIPALS OF CONCERNS TO WHOM SUPPLIES ARE SOLD.”

In the course of an investigation into certain methods of distribution by various industries, the Federal Trade Commission, on November 24, 1917, called a meeting of Printing Ink Makers, at Washington, for the purpose of discussing the application of this law to the alleged practice of giving gratuities to customers' employees.

It is obvious that such practices are inhibited by the Act and that the correction of this sales method, to whatever extent it may have existed, *is not only desirable but compulsory*.

Each of the Members of the Printing Ink Makers' Association has therefore taken all necessary steps to fully comply with the requirements of the law and the demands of the Government.

They take this opportunity to assure their competitors that the Association and its Members will co-operate with them and with the Commission to secure for them and each of them the opportunity to engage in free, fair and open competition.

NATIONAL ASSOCIATION

Printing Ink Makers

INCORPORATED

Philip Ruxton, Inc.
New York

Acme Printing Ink Co.
Chicago

Union Printing Ink Co.
Akron

Kohl & Madden Printing Ink Co.
Chicago

Buckie Printing Ink Co.
Chicago

H. S. Prescott
Boston

F. E. Okie Co.
Philadelphia

J. K. Wright Printing Ink Co.
Philadelphia

Lewis Roberts
Newark

American Printing Ink Co.
Chicago

Francis G. Okie
Philadelphia

Ault & Wiborg Co. of N. Y.
New York

The **FEDERAL LAW** *and* **UNFAIR COMPETITION**

NATIONAL ASSOCIATION

Printing Ink Makers

INCORPORATED

CONTINUED

Hampton Auld Newark	W. D. Wilson Printing Ink Co. New York	Ault & Wiborg Co. Cincinnati
Schwarm & Jacobus Co. Cincinnati	Fred'k H. Levey Co. New York	Chas. Eneu Johnson & Co. Philadelphia
Eagle Printing Ink Co. New York	Standard Printing Ink Co. Cincinnati	American Printing Ink Co. Cincinnati
Queen City Printing Ink Co. Cincinnati	F. A. Barnard & Son Chicago	Jay Printing Ink Co. Brooklyn
Chas. F. Ampt Co. Cincinnati	Jos. A. Roach & Co. Chicago	F. A. Rigler Ink Co. Battle Creek
Austin Kelly Ink Co. Detroit	Sleight-Metallic Ink Co. Philadelphia	Chas. Wix & Co. New York
Braden Printing Ink Co. Cleveland	Webb-Jensen-Davis Co. Brooklyn	J. E. Rodgers Mfg. Co. New York
Wm. H. Ray Printing Ink Co. New York	Charles F. Gaetjens Brooklyn	Sinclair & Valentine Co. New York
Dunn Ink Works Buffalo	J. H. & G. B. Siebold New York	Southern Oil & Chem. Co. Savannah
Fuchs & Lang Mfg. Co. New York	Bernhard Meiners New York	McCutcheon Bros. & Quality Philadelphia
Nida-Hellmuth Corp. New York	Jaenecke-Ault Co. Newark	Robt. Mayer & Co. New York
Geo. D. Graham San Francisco	Magnetol Printing Ink Co. Trenton	American Ink Co. New York
Chicago Printing Ink Co. Chicago	Kruse Printing Ink Co. New York	Pollack Ink Works, Inc. Buffalo
Diamond Printing Ink Co. Detroit	Standard Ink & Color Co. Brooklyn	James P. Roach Co. Chicago
Charles H. Rackle New York	Richmond Printing Ink Co. Richmond	Monumental City Ptg. Ink Co. Baltimore
Buffalo Printing Ink Works Buffalo	Ullman-Philpott Co. Cleveland	Miller-Cooper Ink Co. Kansas City, Mo.
F. W. Meyer Printing Ink Co. Brooklyn	Kienle & Co. Brooklyn	Geo. Russell Reed Co. San Francisco
J. Hoeffler & Co. New York	Sigmund Ullman Co. New York	Golden West Printing Ink Co. San Francisco
Berger & Wirth, Inc. Brooklyn		J. M. Huber New York

"I Save Half on Printing Ruled Forms"



**So Says
E. T. Lowe**
Manager of the E.
T. Lowe Publishing Co.,
Nashville, Tenn.

Read his letter for yourself—the direct proof that you can *save money and get new business* which is now going to your competitor. Bank this waiting money.

Here's New Business For You

You've tried to set ruled forms—laundry lists, time tables, cost sheets, etc., by the old, long, tedious hand-set method. After hours spent on getting a fairly satisfactory make-ready, your printed forms—printed one on—were nothing to brag about. Forget the old way—here's the new—

Matrix Ruled Form AND Tabular Equipment

(Patented)

Applied to your slug casting machines, this is the *only* equipment that will cast a complete printing form including vertical and cross rules, at a *minimum of cost* for materials, labor and time.

OUR GUARANTEE

We guarantee our equipment to do efficiently and accurately the work for which it is intended. During a period of one year, we will furnish **FREE OF ALL COST** any part of set broken as a result of defects or poor workmanship.

NOTE: Matrix Ruled Form and Tabular Equipment is not an attachment, but additional machine-setting equipment which makes it possible to cast blank and tabular work the same as reading matter. With this equipment you can build up a highly profitable trade in blank and tabular work now going to your competitor

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E. T. LOWE PUBLISHING CO.

INCORPORATED

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November 14, 1917.

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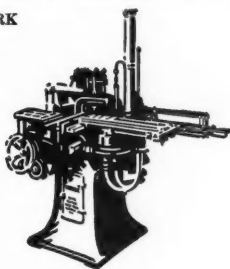
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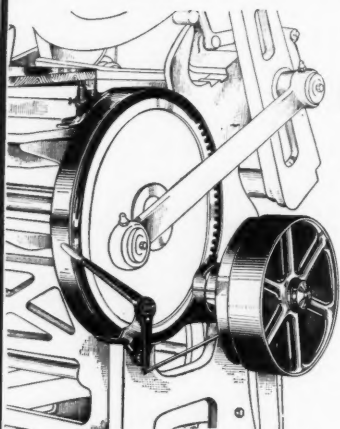
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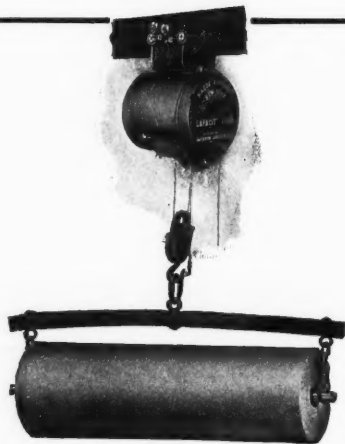
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Write for descriptive circular, recommendations and prices

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Type SK Motor, 1150 R.P.M.
New York Evening Mail.

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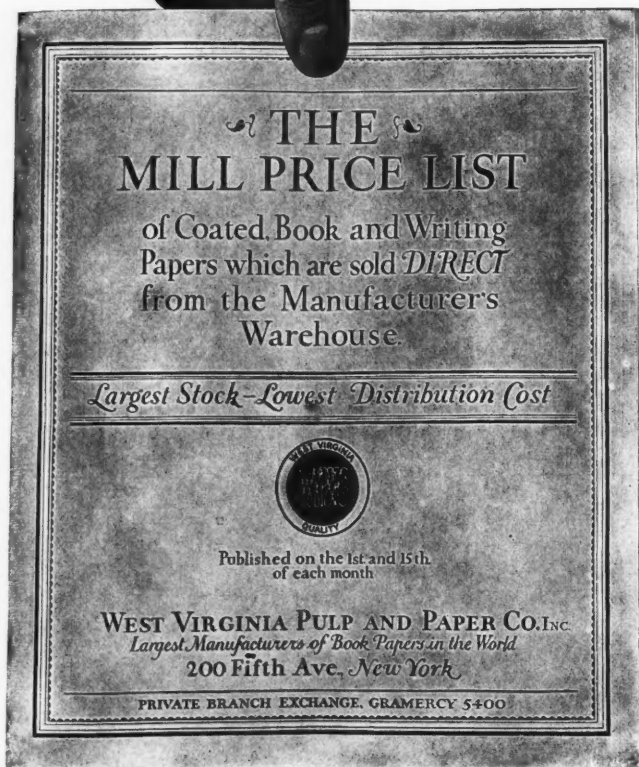
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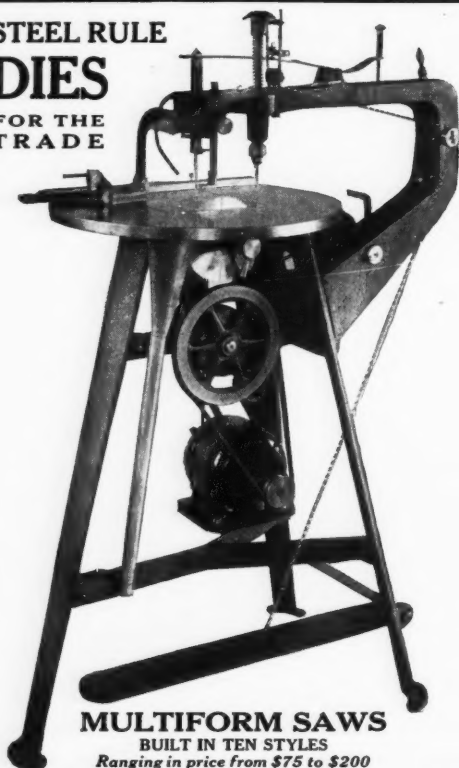
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Ranging in price from \$75 to \$200

J. A. RICHARDS CO., Kalamazoo, Mich.

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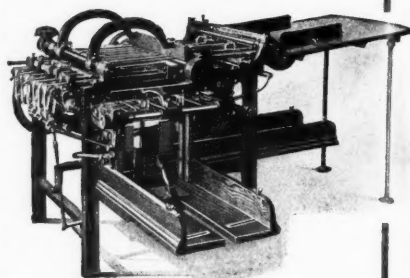
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JOB AND CIRCULAR FOLDER No. 110

You may not now be able to place this machine alongside any other folder and try them on the same work in order to see the superiority of the ANDERSON, but

you can write us for a list of users and get their opinions.



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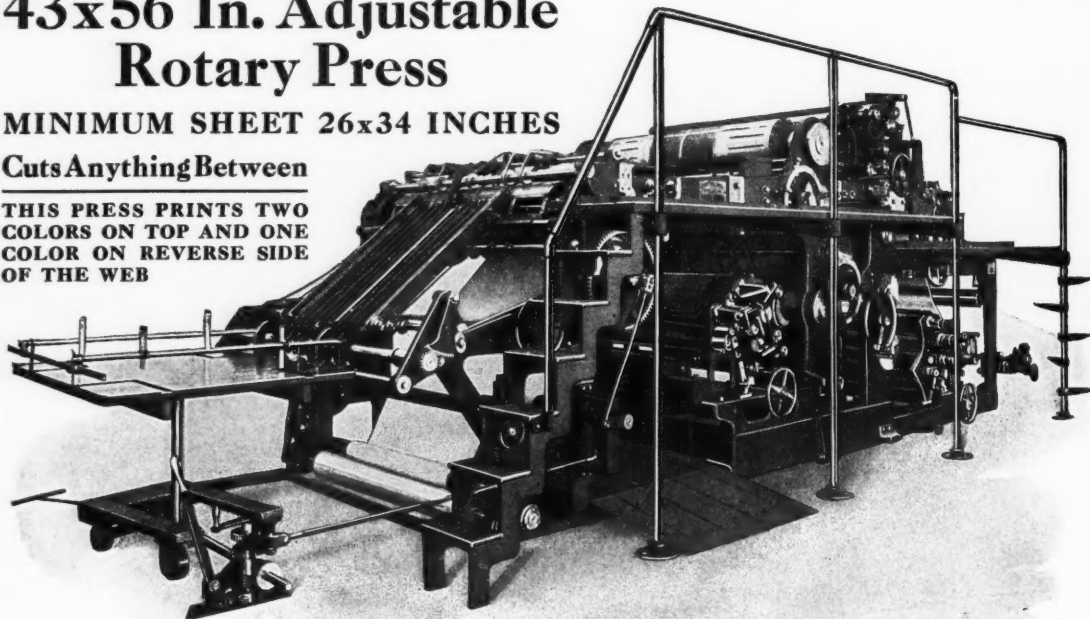
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MINIMUM SHEET 26x34 INCHES

Cuts Anything Between

**THIS PRESS PRINTS TWO
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**For a medium-priced
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ing qualities.**

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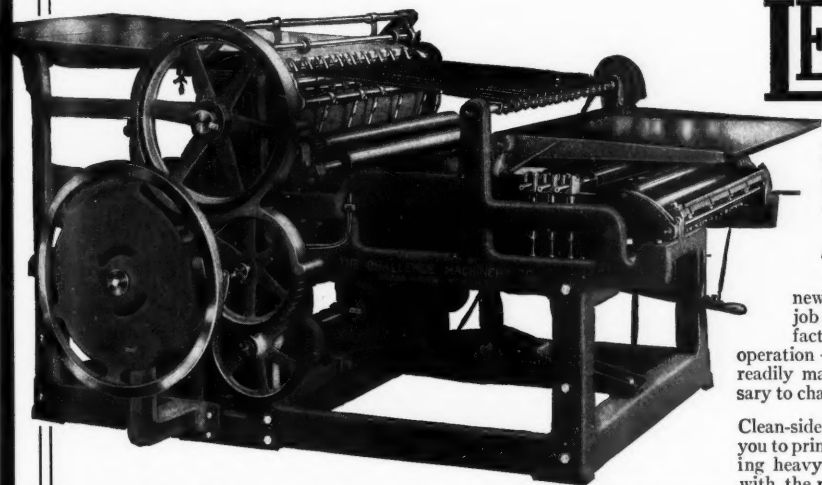


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607



The Leading Trade Journal of the World in the Printing and Allied Industries
HARRY HILLMAN, EDITOR

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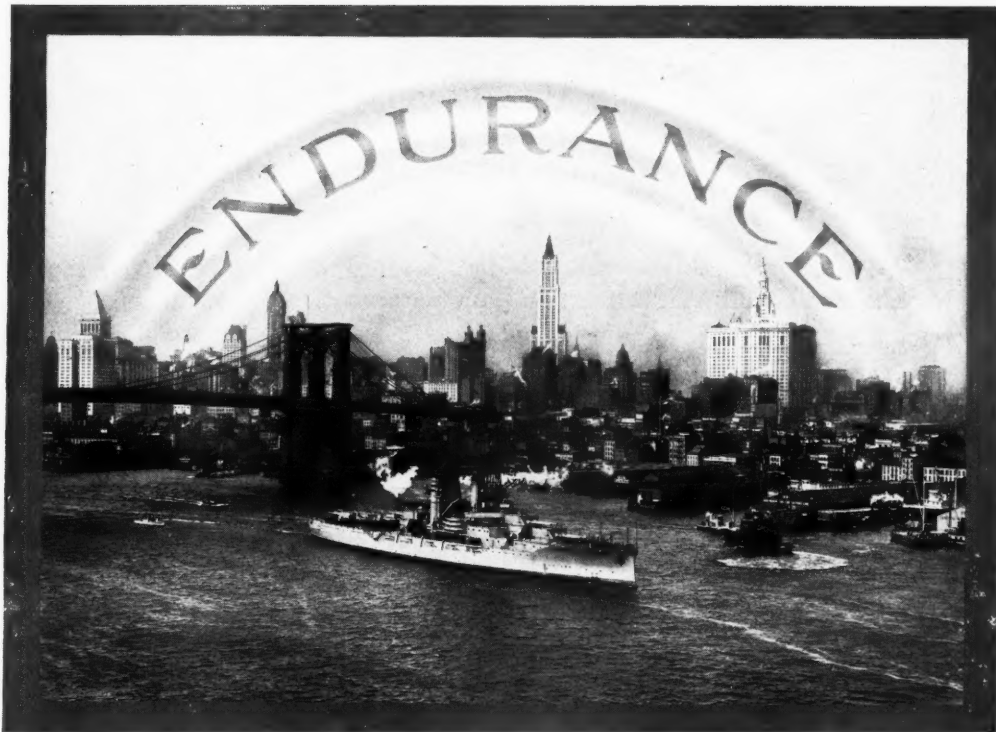
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PUBLISHED MONTHLY BY
THE INLAND PRINTER COMPANY
632 Sherman St., Chicago, U. S. A.

Address all communications to The Inland Printer Company

TERMS: United States \$3.00 a year in advance; Canada, \$3.50. Single copies, 30 cents. Foreign, \$3.85 a year



OVER THE TOP

of all other qualifications for success comes the power to resist destructive forces. For that reason every bit of material used in construction or manufacture should be tested for its enduring qualities. This rule applies to Rollers. All of the materials used in the manufacture of "Fibrous" Rollers, and our Lithograph Rollers are carefully tested. The present scarcity and high price of raw materials make conservation necessary. Purchasing a set of Rollers that are durable and lasting will result in a considerable saving of raw materials over those that have to be recast frequently. Aside from this, it is very satisfactory to have Rollers that possess sufficient endurance to produce good presswork at high speed and give continuous service on long runs. Consider these facts carefully, and then order from any of the five addresses below.

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Too large a credit has made many a bankrupt taking even less than a man can answer with ease is a sure fund for extending it whenever his occasions require.

The Guardian.

The INLAND PRINTER

*The Leading Trade Journal of the World
in the Printing and Allied Industries*

Vol. 60

FEBRUARY, 1918

No. 5

THE FASCINATING GAME OF GUESSING AT APPROXIMATES

No. 1.—By MARTIN HEIR



Y friend, here is where you and I will get down to cases and for a minute or two discuss one of the most vital questions which confront us printers at the present time.

Stated briefly, this question is: How are we to eliminate guesswork in our estimating? Of late it has been rumored quite frequently that Tom, Dick and Harry, of the Haphazard Printing Company, are in the habit of offering the product of their shop at about sixty cents on the dollar of the cost of production. As the Haphazard Printing Company never has been known for generosity in other respects, as was quite thoroughly proved in the recent drive for the second Liberty Loan, it is not easy to believe that this is their motive. No, the reason must be sought elsewhere. And as charity and justice always dictate leniency of judgment until the culprit has been found guilty, we will disregard all evil intentions and charge their misdeeds to ignorance—not alone of actual hour-costs, but more so of any standard or basis upon which to figure production.

You all know the new ruling scale of the Chicago Franklin-Typothetæ binders and rulers. It is a masterpiece in more ways than one,

but its greatest value is that it is definite. It leaves no chance for guesswork. It recognizes the principle of efficiency of production in that it establishes a definite minimum price for every operation on a ruling-machine. For instance, to set the pens for a box-heading, one four-line fancy and one double, costs thirty cents. It has evidently been found that thirty cents will cover the labor cost and overhead for this operation and give a fair profit. If the cost of labor can be decreased, the profit is of necessity increased. As a basis for estimating you couldn't wish for anything more definite.

But the story of its coming into being elucidates the point I wish to impress upon you better than anything else can do.

One afternoon in the early spring, twenty-five or thirty representative binders and rulers gathered around the round table at the Great Northern Hotel. At a previous meeting the secretary had been appointed as a committee of one to confer with the paper jobbers about a minimum hour rate for ruling. He reported progress. In fact, he reported that the paper-supply houses were more than willing to cooperate with the binders and rulers. The enthusiasm that followed this statement ran to high levels. Everybody cheered. Then some-

body picked up a piece of ice and threw it with full force on the table so the ice-cold water splashed in every direction. Said he: "Now that we have agreed on the price of the productive hour, let's see how it will work in practice. Suppose we take this hour-cost as a basis and estimate the cost of ruling ten thousand letter-size sheets two ways, all faint lines twelve points apart; all estimates to be made on blank sheets of paper, folded and handed to the secretary without being signed."

Every mother's son of them made his estimate — as practical and experienced rulers as can be found. And when the secretary read the estimates there was a difference of nearly four and one-half dollars between the highest and the lowest. They had all figured with the same cost per productive hour as a basis, mind you. The only mistake they made was to guess at approximates in the estimating of human efficiency as it is developed in output per hour. But the gulf that separated the extremes opened their eyes to the necessity of a more sensible method of estimating, and a committee was speedily appointed for the purpose of preparing a scale that would eliminate such guesswork in the future. The result was a masterpiece that in all probability will gain national recognition before long.

Of course, it may reasonably be claimed that when an outline of the possible costs of any article passes from an arbitrary to a definite stage it is no longer an estimate. I concede the point willingly, hoping at least that the printer's enumeration of costs will be built on something so substantial in the line of cost records that it will pass out of the category of estimates. A printer is not in the same boat as the plumber, the steamfitter or the builder. He can't tack on extras at will. When his butcher asks him the price of a thousand letter-heads and he says three dollars, he will have to produce the goods at that price regardless of his costs. It will not do to claim that he had forgotten to figure the price of the stock or the composition, or something else.

I have used this proposition purposely because I know that there are printers in Chicago

even now who are selling letter-heads at that price and think they are making money on the deal, and I wish to use this opportunity to show them what the actual cost price of a thousand letter-heads is today, using as a basis for the labor load the composite statement of last year:

Stock — 250 sheets 16-lb. bond, plus five per cent	
for spoilage = 9 lbs., at 17 cents	\$1.53
Handling, 10 per cent16
Cutting20
Ink10
Composition, one hour, at	1.53
Lock-up, one-sixth hour26
Make-ready and press run, 1.4 hours, at 98 cents . . .	1.37
Packing and delivery35
Total	\$5.50

This is the actual cost of a thousand letter-heads today, conservatively figured to the composite statement, as stated. If your hour-costs are higher or lower than the average of the country, you may substitute them and obtain the correct cost for your shop, if you so choose. As to details, you know yourself that the average compositor will require an hour to set up, read proof for typographical errors and submit clean proof to the proofreader or customer. The lock-up and make-ready time here allowed is less than reports from all over the country indicate the average to be, and I hardly believe it is safe to figure on more than a thousand impressions an hour from the ordinary Gordons.

To this cost price at least twenty-five per cent should be added as profit, which would make the selling price \$6.88.

A year or two ago a printer, not so many miles from the heart of our city, advertised to all the world: "One hundred thousand letter-heads in two colors for \$87.50." Suffice it to say that he is no longer in our midst. His generosity was too much for this wicked world.

To enable the printer or the printing estimator to furnish a somewhat decent estimate to his customer — one containing the least possible number of slips — the Cost Commission of the United Typothetæ has prepared an estimate sheet covering all items of labor and material necessary for the production of printed-matter. From this sheet we learn that the first item to be considered is the paper. It

is an important item and a costly one at the present time. It is also a definite one; so there can be no reason, whatever, for guesswork about this item.

But then there is the question of "overs" or "wastage," or whatever name you may have for it. Trade customs seem to agree on two per cent for each operation. But is this to be depended upon? Hardly. It is not enough, for instance, in short runs of close-register work where a number of sheets have to be pulled for the make-ready. If I remember rightly, it was stated in the Zeese-Wilkinson circular on process colorwork that two per cent would not be sufficient for waste in close-register colorwork. Then we also have to contend with some of the folding-machines, which seem to delight in destroying twice, and more, of their allotted share of the printed sheets.

Last spring a well-known shop printed fifteen thousand hardware catalogues. Twelve per cent was allowed for waste. The binding was done by an outside firm. On delivery, only 14,314 complete copies could be found. I am not at liberty to state where the blame finally was placed. However, three forms had to be reprinted, which meant that instead of adding to the firm's prosperity, it cut quite a slice from its bank balance.

In printing package stock, such as ruled heads, envelopes, etc., trade customs do not allow anything for waste. There are, however, cases where such allowance becomes necessary and may endanger both the profit on the job and the printer's good name besides. Let me cite a case to illustrate: A furnace manufacturer had five thousand $8\frac{1}{2}$ by 11 inch catalogues printed. They cost him about fourteen cents a copy. The catalogues were to be inserted in manila envelopes with patent fasteners. In mailing the catalogues it was found that not enough envelopes had been provided. The printer had followed trade customs and not allowed for "overs." The customer was peeved, very much so. Said he: "When I pay fourteen cents a copy for my catalogues, you must understand that I intend to send them out. And as I can not mail them without

envelopes, it is up to you to furnish the amount I ordered and paid for, your trade customs to the contrary notwithstanding." Was he right? Decidedly, yes.

This question is, however, of a local character and must be decided in each individual case. It is advisable to take all possible precautions against misunderstanding and loss of both profit and customer.

The next item on the estimate sheet is a charge for handling the stock. The recommendation is "at least ten per cent" of cost of stock. This is not very definite, to be sure. Furthermore, it is one of those items that the printers themselves more often than not seem to forget. Some years ago I spent my vacation at Isle Royale in the middle of Lake Superior. The place is mostly populated by summer tourists and fishermen gathering lake trout for the Booth Fisheries Company. At the dinner table one day the waitress rattled off a long list of meat dishes and salads. "How about fish?" queried one of the party. "Oh," answered the waitress, "fish ain't on the menu at all. That's thrown in fer nothin'." So, also, is the handling of paper — it's "thrown in fer nothin'."

But suppose a charge of "at least ten per cent of cost price" is made for the handling of stock, is such a charge reasonable or equitable? Hardly. It is neither fair to yourself nor to your customer. Suppose you are handling one thousand pounds of S. and S. C. at 6 cents a pound and your competitor is handling the same amount of bond-paper at 17 cents a pound. According to the ten per cent rule your charge for handling would be \$6, while his would be \$17. Did it cost him more than it did you? No; hardly as much. Then why not agree about a definite charge per pound for the handling of paper?

Then we come to cutting of stock. This operation costs the printer \$1.13 an hour. Experience and cost systems have shown that the cost of cutting folio into four pieces is fifteen cents for the first ream and four cents for each additional ream. This is definite enough for all purposes.
(To be continued.)

SUGGESTIONS FOR GAINING NEW BUSINESS

By ROBERT F. SALADÉ



DIRECT advertising, when well written and neatly printed, forms the master printer's most profitable salesman. It can be made to help hold regular customers, and during all seasons of the year it will be the means of gaining new business. Under the classification of direct advertising come many varieties of printed-matter, such, for example, as booklets, folders, circular letters, leaflets, mailing-cards, envelope stuffers, post-cards, slips, etc. No matter how this publicity printing may be distributed, whether by mail, inserted in packages, letters or parcels, or handed directly to recipients by the printer or his salesmen, it is destined to bring in additional orders.

The printer is in a more advantageous position to send out direct advertising for his house than any other business man for the reason that he has all the materials necessary for the work ready at hand. He can have the printing done at cost during slack periods in the shop, and he can thus afford to use designs, paper and color effects which would be too expensive for many other advertisers.

With these facts in mind, it seems peculiar that some master printers do not have a greater volume of direct advertising produced for their own publicity than is usually the case. These printers would do well to set a good example for their customers and prospective patrons by having interesting and instructive advertising literature distributed to them frequently. They should "talk up" the merits of direct advertising by teaching other business men how to utilize it.

Whenever the master printer adds to his composing-room equipment a new series of popular type he should make the fact known to the business public through sending out attractive publicity matter exhibiting the beauty and usefulness of the new type-face. A neat booklet, folder, or other piece of direct advertising will show off the new material to

excellent advantage. Numerous business men will admire the work, and they are very likely to request the printer to prepare some direct advertising of a similar kind for them.

The progressive business man is ever ready to consider new ideas in stationery and printing, and he looks to the printer for suggestions in this line. He expects the printer to set styles in business stationery and direct advertising just as he expects his tailor to set correct style in matters of dress. He is ready to give his orders for printing to the master printer who himself is a constant advertiser.

A well-known printing-firm, which is keeping its name continually before the public eye by means of effective direct advertising, recently purchased a complete series of a new type-face and immediately decided to inform the public of it through a unique plan. A large four-page folder was designed, showing attractive forms of typography suitable for the business stationery of professional folk, such as physicians, dentists, etc. The specimen forms included business-cards, envelope corners, letter-heads, statements, announcements, prescription blanks and so forth, the entire folder being composed in the new type. Each page was framed with an egg and dart border, printed in red with the type-matter in dull-finish black ink. In the center of the title-page was the company's craft-mark in red and black. On the fourth page was a well-worded argument in favor of Goudy Old Style, and good printing in general. One of the display paragraphs read: "Goudy Old Style in the hands of our typographers is the happy combination which gives the desired effect."

These folders were mailed out to the company's list of regular patrons and prospective customers, and it was not many days before substantial orders for fine business stationery began to arrive. In practically every instance requests came with the orders to have the typography for the work composed in the

type-face used in the folder. By means of the folder the company had shown professional people and other business men some new ideas for elegant business stationery, and the orders followed as a natural result.

It will pay any printer to point out to the business men of his community the correct ways of using the newest type-styles in office stationery and direct-advertising matter. Don't fail to add a touch of warm color to the specimens of stationery and advertising literature, for everybody likes a little color, especially a few touches of bright red or orange. Use first-class paper, good inks, and the best of

presswork so that the typography will always present a handsome appearance. Attractive printing is what the business man is after in these days, for he knows that there is big profit in it for him.

Some of the new type-faces can be made to win a great deal of business for the master printer who will take the time to show practical examples of typography, set in these faces, to the public. What the company referred to here is doing can be done by other progressive printers with gratifying returns. Teach other business men how to profit by fine printing through showing them helpful suggestions.

SELLING THE UNSELLABLE MAN

By MICHAEL GROSS



HIGBY, president of the Higby Manufacturing Company, could not be sold. Five salesmen, good pluggers all, were unanimous in the decision. Each of them, in turn, had taken a chance at submitting a show-card sketch to Mr. Higby, and each had, in turn, been met with one of Higby's stereotyped replies. "Don't waste my valuable time," was his leader; "I'm too busy to look at your stuff," came next in order; and "I'm too wise a buyer to look at everything salesmen want to show me," ran a close third.

In vain each one of the men had talked himself blue in the face trying to convince Higby that his particular sketch was a winner; in vain he spread it on thick regarding "our plant," and "our presses," and "our ability to turn the job out quickly." Mr. Higby always knew of a place where he could buy better sketches for less money and get the work turned out more quickly.

It was while Cortley, the sixth victim of Higby's excuses, was relating the experience to his five comrades in misery that Strang, star man of the sales-force, came into the room. He took a seat and listened to the end of

Cortley's woeful tale. Then he pulled up his chair and faced the six men. "Do I understand that each of you fellows has been up against this man Higby and that not one of you has been able to sell him?" he asked.

"Your understanding is correct," came the answer, in chorus.

"And what excuse did Higby give for not buying?" was the next question.

"What excuses, you mean," Cortley corrected, and then he proceeded to rattle off Higby's three standbys. "We all take our hats off to you as a salesman," Cortley continued, "but Higby is a nut that even your pet theory of scientific salesmanship would not be able to crack."

"Do you care to bolster up that statement with any surplus coin of the realm?" Strang asked with a smile.

"I surely do," Cortley came back emphatically. "I'm willing to lay a little ten-dollar note against your five that you can't sell Higby, and I'll give you two weeks to turn the trick, too. That ought to be time enough to bring all your theories to play on the subject."

"I'll take that bet," Strang answered calmly, "provided Higby has never seen any of the sketches we've made up for him."

"He never has," Cortley quickly assured him. "Why, I'm the only fellow who ever got as far as taking the first layer of wrapping-paper off my sketch. Ask the others here if I am right."



"I'm too busy to look at your stuff."

"Then consider the wager as made," Strang said, "and all I ask is one week's time. If at the end of seven days I haven't sold Higby at least three of the five sketches we've made up for him, at a price as high or higher than the estimate calls for, you can consider that I've lost the bet."

Three days later Strang brought in a signed order from the Higby Manufacturing Company for twenty-five thousand show-cards, five thousand on each sketch that had been turned over to him, but instead of nine and one-half cents, the price the other salesmen had asked, Strang sold the complete order, to be run together, at a straight price of ten cents each.

That night Strang strolled into the salesroom and walked over to where Cortley was sitting. "My palm has itched frightfully all day long," he said good-naturedly; "I wonder can it mean that I'm going to get some money?"

"You surely are," Cortley answered, "but before I pass over that ten you've got to tell us one thing. How the deuce did you manage to swing a twenty-five thousand card order from Higby in three days, when six of us couldn't sell him five thousand in three months?"

"I was going to tell you boys all about it, anyhow," Strang said, pulling up a chair and making himself comfortable, "if only to vindicate my 'scientific salesmanship' theory that the fellows around here have been giving such a glad laugh, for it is to that very kind of salesmanship that all the credit for Higby's order is due.

"The first mistake that you boys made," Strang went on, "was in not recognizing that Higby belonged to a particular type of buyer. You figured him as a regular mortal on whom your regular selling ought to have worked like a charm. Instead of which, as a little knowledge of this same scientific salesmanship would have enabled you to discern, Higby belongs to the egotistical type of buyer. The quickest

way to antagonize and lose a man of this nature is to try and convince him that he is wrong in any opinion he may have formed of you or your line.

"Yet that is just what you boys tried to do. When Mr. Higby told you that your sketches were no good, you hotly retorted that they were, and that you could prove the fact to him if he



Relating his experience to his five comrades in misery.

would let you. By arguing the question you paved the way for Mr. Higby's 'too busy' or 'my time is too valuable' reply. Don't you see that it was the only answer he could give? If he let you show your sketch and it turned out to be good, he would have to admit that he was wrong in condemning it, and a man of Higby's

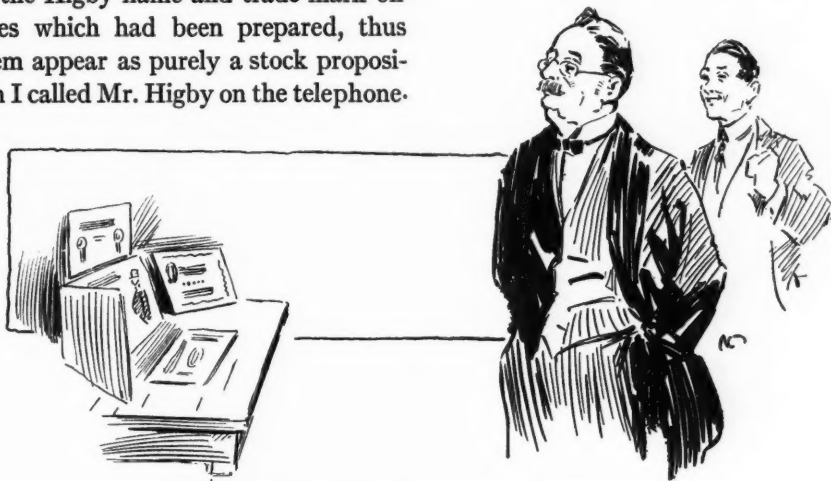
type would rather be torn to pieces by famished lions than acknowledge himself in the wrong.

"As soon as you boys told me the line of talk Higby was in the habit of handing out, and I discovered that he hadn't even seen the sketches he condemned so vigorously, I sized him up and decided that my only appeal would have to be to his vanity.

"My first move was to have the art department take the Higby name and trade-mark off the sketches which had been prepared, thus making them appear as purely a stock proposition. Then I called Mr. Higby on the telephone.

'but there isn't another man in the city whose word I would take as to the worth of these sketches.' Once more I stopped and waited for the fly to take the honey.

"In a second or two Mr. Higby's voice again came over the wire, this time fairly loaded down with importance. 'My time is rather valuable,' he said pompously, 'but I'm always willing to help a fellow along. I'd hate to see you make



Squinted at each sketch from seventeen different angles.

" 'This is Strang talking,' I said, as soon as I was connected. 'You've never heard of me, but I've certainly heard a whole lot about you as an expert on window-display advertising.' Here I paused a little to give the taffy time to soak in.

"In a few moments Higby answered. 'Ahem, ahem,' he said importantly; 'I guess I do know a little about the subject. Why?'

" 'I'll tell you, Mr. Higby,' I went on confidentially; 'I'm in the printing business and I've just finished up five show-card sketches to take on the road with me. Before I leave, though, I want to be sure that the stuff is right. I've heard so much about you as an authority on the subject that I've taken the liberty of calling you up. Perhaps you could spare a few moments to give me your expert opinion on these sketches.'

" 'I know it's a lot to ask of a man whose time is as valuable as yours, Mr. Higby,' I hurried on, as if afraid he was going to refuse,

a failure out of your line when my advice would put you on the right track, so come right over and I'll see what I can do for you.'

" 'Thank you ever so much,' I said humbly; 'I'll be there as fast as a car can carry me.'

"In ten minutes I was in Mr. Higby's place, had presented my card and been asked to come right into the private office. I entered, laid out my sketches, and then, without a word, stepped back to let Higby get a good look at them.

"He squinted at each sketch from about seventeen different angles and then stood directly in front of them with half-closed eyes, to impress me, no doubt, with the fact that he was a sure-enough art critic. Finally he turned to where I was standing. 'That's about the finest lot of show-card sketches I've seen in a long while,' he said enthusiastically, 'and when I say so you can bet your life it's so.'

"Mr. Higby's statement was 'old stuff' to me, for if I hadn't realized that those sketches

were exactly what the Higby Manufacturing Company needed for their line I would never have laid a wager that I could sell them. 'I'm certainly glad to hear a man with your knowledge of displays say that these sketches are good,' I said, 'and I certainly appreciate your kindness, Mr. Higby. I will be able to take these sketches on the road with me now,' I added, starting to gather up the sketches, 'with the assurance that they are going to sell.'

" 'They can wait,' Higby said sternly. 'You're after the money, aren't you? Well, if you can get it from me without the time and expense of a road trip, why not do it?'

" 'It isn't that,' I told him; 'but I've sort of promised my trade that I'd be around, and they're expecting me.'

" 'Tell them you broke a leg or something,' Higby said. 'I want this stuff and I'm going to get it. What price are you asking?'



" *I want this stuff and I'm going to get it.*"

" 'Wait a moment,' Higby said, with a restraining gesture; 'maybe I can save you a road trip altogether.'

" 'I knew what was coming but it was a little too early in the game to let Higby know that I knew. I wanted him to get in a little deeper first. So I merely slipped over another piece of taffy. 'It would take a cyclone to hold me back now,' I said, 'after getting your word for it that these sketches are worth while.'

" 'I don't mean that,' Higby said, 'but this stuff looks so good to me that I'm tempted to buy it myself. I could give you enough of a run on each of those sketches to make it worth your while to sell them to me exclusively.'

" 'Oh! I couldn't think of that,' I said hastily. 'While I appreciate your kindness, I've got to think of all my customers on the road who are depending on me for suggestions for their Fall advertising campaigns.'

" 'Nine and a half cents each,' I told him.

" 'I'll take five thousand of each and give you ten cents flat on the entire quantity,' Mr. Higby offered.

" 'Of course I hemmed and hawed, but after a little coaxing I finally condescended to take the order at ten cents, or a half cent higher than what you fellows were pleading to sell the stuff for. It was merely a question of using a little science.'

" 'After finding out the type of buyer my man was,' Strang ended up, "it was just a matter of treating him accordingly. Whether you call it scientific salesmanship or something else doesn't alter the fact that there are different types of buyers and that the tactics that will win an order from one type will cause another to have you shot at sunrise. Why, I can name, on the ends of my fingers, five or six kinds of buyers, each requiring a different line

of treatment if you would get them to place an order. There is, for instance, the cautious buyer, who wants to argue every point and is suspicious of everything you say. To win him, you must get his confidence and then let him make up his own mind. Then there is the cool, calculating buyer who really knows *his* business and a whole lot about yours. To him you must talk short and to the point; and then the argumentative buyer who makes you prove every statement and show him the whys and the wherefores; the conceited buyer on the style of friend Higby, whose number I have shown you how to get; and the passive buyer

who agrees to everything you say but doesn't order unless you get him to disagree with you and so sell himself by answering his own objection. There are lots of others that I can't think of offhand, but each one requires a distinct method of approach, presentation and close. Each can be sold if the salesman will only take the trouble to learn to differentiate types and treat each accordingly. Now, Cortley, do I get that ten?"

"You sure do," Cortley answered, passing over the note; "not only do you get it but I consider that I've got my money's worth in exchange for it and maybe a little over."

COSTS OF BINDERY OPERATIONS—PERFORATING

No. 2.—By R. T. PORTE.



THIS is another very common bindery operation on which no two estimators have been able to arrive at the same figures on the same job, due, mainly, to the fact that certain elements of the work have been overlooked. Those who have cost systems have been content to let the matter rest if the guess made by the estimator was anywhere near right, or if they were certain that he had added something for the perforating.

Price-lists have attempted to give some sort of prices, but their figures took time to study and figure out, and in many cases they told the estimator to add certain percentages for certain conditions. Some time ago I got out a price-list giving the price per thousand perforations, and found that in many instances this was used for the ream, and that double prices were charged or estimated. That experience made me very careful to take extra precautions in preparing the scales on perforating.

Many of the schemes for estimating, and the many lists consulted, would result in figuring two different prices on the same piece of work.

To be used generally, a list must not have this fault, and in the scales given I have avoided this.

Round-Hole Perforating, Sometimes Called Pin-Hole.

This class of work is the making of perforations in a sheet of paper having round or pin holes, similar to those in a postage stamp. The work is done by foot and power machines having a row of pins or dies which are pushed through the paper into female dies underneath. There are several makes of machines for this purpose, but all work in the same way.

Several sheets of paper may be perforated at the same time, and, by using adjustable front guides, several rows of perforations may be made the same way of the sheet without removing the sheets from the machine. Many machines do not have this adjustable guide, and by setting gages at the front and back of the dies the same result can be obtained, but the work is a little slower.

No attempt has been made to differentiate between the two classes of machines, and the records of cost and prices are for the machine with the adjustable guide, as it is most commonly used in shops doing a large amount of perforating. Those having the other machines will find their costs, perhaps, somewhat higher

NOTE.—This is the second of a series of twelve articles, with tables, on the cost of bindery work. Copyright, 1918, by R. T. Porte.

than those given. Also, those with foot-power machines may find their costs slightly higher as the scales are based on power machines, especially in the larger quantities. The smaller lots will not make much difference in cost when

No. 6 covers perforating full sheets of folio, royal or double cap.

The tables start with half reams, which should be taken as a minimum, and for even twenty-five sheets of paper, as it is worth that much to set the machine and perforate a few

For Sheets 8½ x 14 8½ x 12 8½ x 11 or smaller.		*Perforations to a Sheet—One Way Only.									
Sheets.	Rms.	1	2	3	4	5	6	7	8	9	10
250	½	.40	.45	.50	.55	.60	.65	.70	.75	.80	.85
500	1	.40	.45	.50	.55	.60	.65	.70	.75	.80	.85
750	1½	.40	.45	.50	.55	.60	.65	.70	.75	.80	.85
1,000	2	.40	.45	.50	.55	.60	.65	.70	.75	.80	.85
1,500	3	.55	.75	.90	1.05	1.35	1.65	1.80	1.95	2.10	2.25
2,000	4	.70	.95	1.15	1.35	1.75	2.15	2.35	2.55	2.75	2.95
2,500	5	.85	1.05	1.40	1.65	2.15	2.65	2.90	3.15	3.40	3.65
3,000	6	1.00	1.25	1.65	1.95	2.55	3.15	3.45	3.75	4.05	4.35
3,500	7	1.15	1.45	1.90	2.25	2.95	3.65	3.95	4.35	4.70	5.05
4,000	8	1.30	1.65	2.15	2.65	3.35	4.15	4.50	4.95	5.35	5.75
4,500	9	1.45	1.85	2.40	2.85	3.75	4.65	5.05	5.65	6.00	6.45
5,000	10	1.60	2.05	2.65	3.15	4.15	5.15	5.60	6.15	6.65	7.15
6,000	12	1.90	2.45	3.15	3.75	4.95	6.15	6.70	7.35	7.95	8.55
7,000	14	2.20	2.85	3.65	4.35	5.75	7.15	7.80	8.55	9.25	9.95
8,000	16	2.50	3.25	4.15	4.95	6.55	8.15	8.90	9.75	10.55	11.35
10,000	20	3.10	4.00	5.15	6.15	8.15	10.15	11.10	12.15	13.15	14.15
12,500	25	3.55	5.00	6.40	7.65	10.15	12.65	13.85	15.15	16.40	17.65
15,000	30	4.00	6.00	7.65	9.15	12.15	15.15	16.60	18.15	19.65	21.15
17,500	35	4.35	7.00	8.90	10.65	14.15	17.65	19.35	21.15	22.90	24.65
20,000	40	4.70	8.00	10.15	12.15	16.15	20.15	22.10	24.15	26.15	28.15
25,000	50	5.60	10.00	12.65	15.15	20.15	25.15	27.60	30.15	32.65	35.15
30,000	60	6.50	12.00	15.15	18.10	24.10	30.10	33.15	36.10	39.10	42.10
40,000	80	8.05	16.00	20.10	24.10	32.05	40.05	44.10	48.00	52.00	56.05
50,000	100	10.00	20.00	25.00	30.00	40.00	50.00	55.00	60.00	65.00	70.00

*Sheets going through machine two or more ways take two or more prices.

TABLE No. 5.—Cost of Perforating—Round-Hole.
All Papers Up to Substance No. 28.

the higher cost of the power machine and the extra cost for power is taken into consideration. Careful checking and comparison have revealed so little difference that it would be useless to make separate tables.

With the present tables is introduced, for the first time, the words "Substance No.," which will play some part in the lists to come. I wish here to express my appreciation of the adoption of the "Substance No." in making or fixing the weights of paper, as it overcomes many obstacles in making out a price-list. If nothing else, it makes the figuring of a price-list so much easier.

The scales for perforating cover all papers not over Substance No. 28, or the equivalent to 28-pound folio. Papers heavier than that cost more to perforate, but as there are so few jobs using heavier paper that are perforated it would not pay to get out a special list.

Two scales, or tables, are given. Table No. 5 covers perforating sheets that are one-quarter size sheets, or small pieces. Table

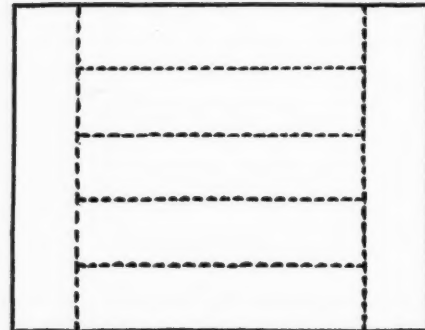


Diagram of a Sheet of Folio with Two Perforations the Short Way and Four the Long Way of the Sheet.

sheets. The first prices given in the tables are really minimum prices.

The figures in the boxes following the word "reams" are for the number of perforations *one way* of the sheet.

To use the tables, first know the size of the

For Sheets 19 x 24 17 x 28 17 x 22 or smaller		*Perforations to a Sheet—One Way Only.									
Sheets.	Rms.	1	2	3	4	5	6	7	8	9	10
250	½	.60	.60	.65	.70	.75	.80	.90	1.00	1.10	1.20
500	1	.60	.65	.80	.95	1.10	1.25	1.40	1.55	1.70	1.85
750	1½	.65	.80	1.05	1.25	1.50	1.70	1.95	2.15	2.40	2.60
1,000	2	.75	.95	1.25	1.55	1.85	2.15	2.45	2.75	3.05	3.35
1,500	3	.95	1.25	1.70	2.15	2.60	3.05	3.50	3.95	4.40	4.85
2,000	4	1.15	1.55	2.15	2.75	3.35	3.95	4.55	5.15	5.75	6.35
2,500	5	1.35	1.85	2.60	3.35	4.10	4.85	5.60	6.35	7.10	7.85
3,000	6	1.55	2.15	3.05	3.95	4.85	5.75	6.65	7.55	8.45	9.35
3,500	7	1.75	2.45	3.50	4.55	5.60	6.65	7.70	8.75	9.80	10.85
4,000	8	1.95	2.75	3.95	5.15	6.35	7.55	8.75	9.95	11.15	12.35
4,500	9	2.15	3.05	4.40	5.75	7.10	8.45	9.80	11.15	12.50	13.85
5,000	10	2.30	3.35	4.85	6.35	7.85	9.35	10.85	12.35	13.85	15.35
6,000	12	2.70	3.95	5.75	7.55	9.35	11.15	12.95	14.75	16.55	18.35
7,000	14	3.10	4.55	6.65	8.75	10.85	12.95	15.05	17.15	19.25	21.35
8,000	16	3.50	5.15	7.55	9.95	12.35	14.75	17.15	19.55	21.95	24.35
10,000	20	4.25	6.35	9.35	12.35	15.35	18.35	21.35	24.35	27.35	30.35
12,500	25	5.25	7.85	11.60	15.35	19.10	22.85	26.60	30.35	34.10	37.85
15,000	30	6.25	9.35	13.85	18.35	22.85	27.35	31.85	36.35	40.85	45.35
17,500	35	7.25	10.85	16.10	21.35	26.60	31.85	37.10	42.35	47.60	52.85
20,000	40	8.25	12.35	18.35	24.35	30.35	36.35	42.35	48.35	54.35	60.35
25,000	50	10.10	15.30	22.80	30.30	37.80	45.30	52.80	60.30	67.80	75.30
30,000	60	12.00	18.25	27.25	36.25	45.25	54.25	63.25	72.25	81.25	90.25
40,000	80	16.00	24.15	36.25	48.20	60.20	72.15	84.15	96.15	108.20	120.20
50,000	100	20.00	30.00	45.00	60.00	75.00	90.00	105.00	120.00	135.00	150.00

*Sheets going through machine two or more ways, take two or more prices.

TABLE No. 6.—Cost of Perforating—Round-Hole.
All Papers Up to Substance No. 28.

sheet. Say it is a sheet of folio. The sheet has two perforations one way of the sheet and four perforations the other way. (See diagram.)

If there are five reams to be perforated in this manner the cost would be \$5.20. The amount is obtained as follows:

Five reams, two perforations to the sheet, folio size. \$1.85
 Five reams, four perforations to the sheet. 3.35
 Total. \$5.20

Other quantities or combinations of perforating may be figured in identically the same way. The only thing necessary to know is the number of sheets, the size, and the number of perforations there are each way of the sheet, add up the result, and you have the cost.

Like all the scales that will be presented in this series, this one was carefully checked and compared with many records of cost and price-lists gotten out in various parts of the country, and is believed to be a fair average of cost.

Slotted-Hole Perforation or with any Rotary Perforator.

While the most commonly used perforator is the one described as making the pin-hole perforations, machines are built on the rotary principle to make either knife, slotted-hole or round-hole perforations. These machines use the principle of the cylinder press and have adjustable knives revolving on a drum, and

the paper. Other machines have a mechanical principle which is a little different from that described, but the results are the same, the

For Sheets 19 x 24 17 x 28 17 x 22 or smaller.		Long Way.					Short Way.				
Sheets.	Rms.	*1	2	3	4	6	*1	2	3	4	6
250	1	.50	.55	.60	.65	.70	.50	.50	.50	.55	.60
500	1	.50	.55	.60	.65	.70	.50	.50	.50	.55	.60
750	1 1/2	.65	.70	.75	.80	.85	.65	.70	.75	.80	.85
1,000	2	.80	.90	.95	1.00	1.10	.80	.85	.90	.95	1.00
1,500	3	1.10	1.25	1.30	1.35	1.50	.90	1.05	1.10	1.15	1.30
2,000	4	1.40	1.60	1.65	1.70	1.90	1.15	1.35	1.40	1.45	1.65
2,500	5	1.70	1.95	2.00	2.05	2.30	1.40	1.65	1.70	1.75	2.00
3,000	6	2.00	2.30	2.35	2.40	2.70	1.65	1.95	2.00	2.05	2.35
3,500	7	2.30	2.65	2.70	2.75	3.10	1.90	2.25	2.30	2.35	2.70
4,000	8	2.60	3.00	3.05	3.10	3.50	2.15	2.55	2.60	2.65	3.05
4,500	9	2.90	3.35	3.40	3.45	3.90	2.40	2.85	2.90	2.95	3.40
5,000	10	3.20	3.65	3.75	3.80	4.30	2.65	3.15	3.20	3.25	3.75
6,000	12	3.80	4.25	4.45	4.50	5.10	3.15	3.70	3.80	3.85	4.40
7,000	14	4.40	4.85	5.15	5.20	5.80	3.65	4.25	4.40	4.45	5.05
8,000	16	5.00	5.45	5.85	5.90	6.60	4.15	4.80	5.00	5.05	5.70
10,000	20	6.20	6.65	7.20	7.30	8.10	5.15	5.90	6.20	6.25	7.00
12,500	25	7.70	8.15	8.80	9.05	9.90	6.35	7.15	7.60	7.75	8.60
15,000	30	9.20	9.65	10.40	10.80	11.70	7.55	8.40	9.00	9.25	10.00
17,500	35	10.70	11.15	12.00	12.55	13.50	8.75	9.65	10.40	10.75	11.60
20,000	40	12.20	12.65	13.60	14.30	15.30	9.95	10.90	11.80	12.25	13.00
25,000	50	15.00	15.65	16.80	17.80	19.00	12.65	13.60	14.60	15.00	16.00
30,000	60	17.75	18.65	20.00	21.30	22.80	14.15	15.10	16.20	17.50	19.00
40,000	80	22.75	24.50	26.40	28.30	29.80	18.25	19.25	20.60	22.50	24.50
50,000	100	27.60	30.00	32.50	35.00	36.00	22.50	23.50	25.00	27.50	30.00

*Numbers indicate perforations to a sheet, one way only.

TABLE NO. 8.—Cost of Perforating—Slotted-Hole or Rotary Perforator. All Papers Up to Substance No. 28.

paper being perforated by rotary methods instead of a straight row of dies being pushed through the paper to make the perforations.

There is also a machine on the market for making pin-hole perforations by the rotary method. From all records that are obtainable the cost of perforating by this machine will be about the same as the slot machine. Of course, each machine will have its good points, but discussion of them is not within the province of these articles. I can only give the results of the figures I have been able to gather, and the comparison of these figures with actual costs on jobs where these scales are in every-day use, and work is billed from the scales or estimated. The results so far have been satisfactory, and the costs as given have averaged right.

The first table for this class of perforating (No. 7) covers two sizes of paper—the half sheets and the quarter sheets of paper. The same rule applies to work going through the machine twice and the number of perforations to the sheet. There is a great difference in these tables over Tables 5 and 6, as the cost of

For Sheets 17 x 14 9 1/2 x 12 or smaller.		17 x 14 or Smaller—One Way Only.					9 1/2 x 12 or Smaller—One Way Only.				
Sheets.	Rms.	1	2	3	4	6	1	2	3	4	6
250	1	.40	.45	.50	.55	.60	.40	.45	.50	.55	.60
500	1	.40	.45	.50	.55	.60	.40	.45	.50	.55	.60
750	1 1/2	.45	.55	.60	.65	.70	.45	.55	.60	.65	.70
1,000	2	.55	.65	.70	.75	.85	.55	.65	.70	.75	.85
1,500	3	.75	.85	.95	1.00	1.15	.80	.90	.95	1.05	1.20
2,000	4	.95	1.05	1.15	1.25	1.45	.95	1.05	1.15	1.25	1.45
2,500	5	1.05	1.20	1.35	1.50	1.75	.90	1.10	1.25	1.45	1.70
3,000	6	1.25	1.45	1.60	1.75	2.00	1.05	1.30	1.35	1.45	1.70
3,500	7	1.45	1.65	1.80	2.00	2.25	1.20	1.50	1.55	1.65	1.90
4,000	8	1.65	1.85	2.05	2.25	2.50	1.35	1.65	1.75	1.85	2.10
4,500	9	1.85	2.10	2.30	2.50	2.75	1.50	1.80	1.95	2.05	2.30
5,000	10	2.05	2.30	2.55	2.75	3.00	1.65	1.90	2.10	2.25	2.50
6,000	12	2.45	2.70	3.05	3.25	3.55	1.95	2.25	2.50	2.65	2.95
7,000	14	2.85	3.15	3.45	3.75	4.10	2.25	2.60	2.85	3.05	3.40
8,000	16	3.25	3.60	3.95	4.25	4.65	2.55	2.90	3.20	3.45	3.85
10,000	20	4.00	4.50	5.00	5.25	5.80	3.05	3.50	3.90	4.25	4.75
12,500	25	5.00	5.45	5.90	6.35	6.85	3.80	4.25	4.65	5.05	5.50
15,000	30	6.00	6.50	7.00	7.45	8.10	4.55	5.00	5.40	5.80	6.25
17,500	35	7.00	7.55	8.05	8.55	9.30	5.30	5.75	6.15	6.55	7.00
20,000	40	8.00	8.55	9.10	9.65	10.50	6.05	6.50	6.90	7.30	7.75
25,000	50	10.00	10.65	11.25	11.85	13.00	7.50	8.10	8.55	9.05	9.75
30,000	60	12.00	12.70	13.40	14.05	15.50	9.00	9.70	10.25	10.80	11.75
40,000	80	16.00	16.85	17.65	18.45	20.50	12.00	12.90	13.55	14.30	15.75
50,000	100	20.00	21.00	21.75	22.50	25.00	15.00	16.00	16.75	17.50	20.00

TABLE NO. 7.—Cost of Perforating—Slotted-Hole or Rotary Perforator. All Papers Up to Substance No. 28.

when the paper is fed to the guides and taken between the knives and the drum, slots of various widths are cut in the paper, perforating

extra perforations is for setting the heads and the slower running and feeding of the machine where more than one head is used.

To figure a job with two perforations one way and four the other, sheet 12 by 19 inches, five reams, the price would be \$2.70. This is found as follows:

Five reams one way, two perforations.....	\$1.20
Five reams one way, four perforations.....	1.50
Total.....	\$2.70

Table No. 8 presents a little different proposition and covers full sheets of folio, royal and double cap. While the prices cover both ways of the sheets, yet the width of the sheets makes some difference as to cost as it takes longer to put 1,000 sheets 17 inches long through the machine than it does one 22 inches long. This has to be taken into consideration. Taking the diagram as shown, there are two perforations the 17-inch way of the sheet and four perforations the 22-inch way of the sheet. The cost of five reams would be \$3.70, and is obtained as follows:

Five reams, four perforations long way of the sheet...	\$2.05
Five reams, two perforations short way of the sheet...	1.65
Total.....	\$3.70

I have figured only six perforations one way of the sheet on the rotary perforator. It must be understood that this does not mean the limit of the machine. If more heads are used, add as shown in the tables for the extra heads. The amount of six heads was used for convenience in getting up the tables, and also because the great majority of work will be done with six heads or less.

As in the tables for round-hole perforation, papers up to Substance No. 28 only are included in the prices.

Each class of perforating-machines has its limitations, but it is not the purpose of these scales to state the differences, nor to give prices of exceptional work. The prices are for the

regular run of work — the common, every-day variety. If there is anything extraordinary about a certain job, the man with common sense can add to the scales, and they need not be condemned because they do not cover every possible contingency.

Printers' and binders' prices for this work now vary one hundred per cent, and in most cases with no reason. Constant use of the perforating scales begets confidence, and they will be found so near right that all rule-of-thumb methods, guesstimating, and "knowing what the job is worth" will soon pass out of existence.

Too many times, bright minds among the printers and binders have picked up this or that little peculiar job and then asked, "How are you going to make a scale to cover this?" I wrote "bright" deliberately, as I used to ask the same thing myself; but work on the tables, and the practical operation of them day in and day out in estimating and billing, has shown me the fallacy of trying to make odd jobs stand in the way of a working scale on bindery operations.

There is one thing sure: The use of the tables by the printer or the binder will make it possible to figure the same price on the same kind and quantity of work twice, even if figured by different parties in the same shop. If for nothing else, the scales in this article and the articles to follow will be worth while.

The curse of the printing business is the variety of prices that can be obtained, not only from different printers, but from the same printer or binder on the same class of work. To get rid of this condition is one of the reasons why this series of articles is being prepared.

These scales, also, have been carefully checked and compared with many records of cost and price-lists, and are believed to be a fair average of cost.

*He that understands not his employment, whatever else he knows,
must be unfit for it; and the publick suffers by his inexperience.*

WILLIAM PENN

FROM COPYHOLDER TO PROOFREADER

No. 5.—By H. B. COOPER

*Smith needed a stenographer — the bureau sent a belle
Who sure had "mastered the machine" but hadn't learned
to spell.*

*Between "Dear sir" and "Truely Yours" she typed
"We have recieve*

*Your fevor of the 20-first," "Desireing," "We beleive";
"Anappolis" and "Allbany" and "sepperate"—just
like*

As if the dictionaries all had gone upon a strike.

*His peace in pawn from dewy dawn till hard he hit the
hay,*

Ignoring pious principles Smith oft was heard to say:

(Deleted by Censor.)



THE above quotation from
"Dele-Dan, the Censor-
Man," written by one of
our esteemed proofreader
contributors to THE INLAND

PRINTER, may well have been
inspired by some of the various copyholders
he has worked with during past years, although
for rhythmical reasons he dedicates it—with
apologies, let us hope—to the fair stenographer
who has not learned to spell.

By a curious coincidence, just as I started
typewriting this stanza as a suitable intro-
duction to what more I have to say about
misspellings, the postman handed me two letters
from former copyholders of mine—one writing
"dissapointment" and "maintainance," and
the other concluding "Sincerly." I remember
both these copyholders as excellent readers of
copy; but they were never trusted to do any
revising for me, and their limitations were such
that they would have fitted into the same class
with Smith's stenographer in business school.
Like her, they too had missed their vocation.
Happily, both have long since been released
from bothering with spellings at all.

It is not for those who fail in minimum
requirements that I am writing my "From
Copyholder to Proofreader" series and handing
out tips to would-be professional readers of
proof. (If you belong to the Smith's stenog-

rapher class, good-by—it's all off! I wish
you good success at something else, but not at
this.)

I hardly know how to lay sufficient stress
upon the matter of good spelling without laying
too much stress upon it.

The world will never be impressed with any
man's good spelling.

And proofreaders themselves share this lack
of enthusiasm for one hundred per cent spelling.
They say little about it. It is simply one of
the prerequisites of their job, just as adding
up figures correctly is a *sine qua non* of the
accountant's job—"without which nothing."

To be able to add long columns of figures
correctly would bring you no recognition as an
expert public accountant, although it goes
without saying that a paid accountant must
not make mistakes in his figures. That would
be intolerable.

Similarly, proficiency in spelling, if you have
no more than this to offer, does not classify you
as a proofreader. Your mind must also be
trained to carry the type, to carry the spacing,
to carry the punctuation, to carry the sense, to
carry the construction—incidentally to look
after correct divisions at ends of lines, to see
that lines are flush, and in alignment, and
straight, and O.K. in all respects for style.
Watch spacing between lines as well as between
words—sometimes even between the letters
of words—and watch centering of headings
and display lines. That is not all; but as the
natives of India say when they wish to stop a
lengthy enumeration, "Ho-o-o-o!"

Now, anyone can read proof, mark a few
obvious errors therein, and charge somebody
something, more or less, for his services. So
can anybody—a sententious friend remarks—
amputate a leg, or buy a horse. But in almost
any kind of a job the green hand gets stung and
the old-timer needs to keep his wits where he
can get at them. The proofsheets are not so
simple a proposition as it may seem.

Here's where an old-timer fell down in advertising a factory clearance sale in our last Sunday morning's paper, the circulation of which is up in the hundreds of thousands. Imagine the blank amazement of readers of the following:

<p>SATEEN PETTICOATS 47c</p> <p><i>Splendid \$1.00 Regulars</i></p> <p>Patch pockets, large sailor collars and belts in contrasting colors. Choose rose, green, purple or Copen.</p> <p><i>Street Floor</i></p>	<p>\$6 BRUSHED WOOL SWEATERS, \$3.74</p> <p>Fitted top styles in all the suit shades and all-black with flowered ruffles. All lengths.</p> <p><i>Street Floor</i></p>
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Not a misspelling in either of these boxes; but oh, a thousand times worse — what is the matter? — the sense has gone wrong: Petticoats with patch pockets, large sailor collars and belts! And sweaters with flowered ruffles! Just a mixup of the descriptive lines set together, same measure, on the linotype, three lines for each box, but transposed in the lifting! — an error not even suggested in the enumeration above. Some luckless proofreader was responsible for this, and who can tell whether the advertiser ever paid for his advertisement? I have known of thousand-dollar rebates on misprinted advertisements! Surely a proofreader's mind must be left free every moment of the day to consider the most important thing — the sense of what he is reading. What matters good spelling or anything else if the sense goes wrong?

Do you remember the parable in I Kings 20: 39, 40: "Thy servant went out into the midst of the battle; and, behold, a man turned aside, and brought a man unto me, and said, Keep this man: if by any means he be missing, then shall thy life be for his life, or else thou shalt pay a talent of silver. *And as thy servant was busy here and there, he was gone.*"

In proofreading, one must never lose one's appreciation of values so far as to offer the paltry excuse for missing sense: "As thy servant was busy here and there, it was gone." *The mind must not let the sense go.* It is the most important thing committed to our keeping, hence the need of a free mind to watch the sense *always*.

I am telling you this because, if my articles in this series have made you ponder upon the

total inadequacy of your equipment, if you realize that you need developing and that you can not get it in twenty-four hours — not very conclusively — the next thing is to depart and add to your store.

Last month I emphasized what it meant to me, psychologically, to be able to dismiss from my anxious thoughts ninety-eight out of every hundred words in the crowd that surged by. It will mean as much to you. This month I want to assist your mental processes by rigging up a place for you in your own proofroom — a sort of mental gymnasium that will afford you facilities for hours of sport and practice daily. Call the apparatus an "automatic word grader," or what you will. I have already explained to you how to catch misspellings, with three checks for every word you are sure of and a ring around every word you are not sure of. Now you catch them!

It will be a surprise to see how the misspellings get caught as in a net. As good as a game you will find it, to read down the galleys after you have revised them. The checks I speak of are not pencil marks, three to every word, but mental checks — one consciously O.K'ing the meaning and two subconsciously O.K'ing the letters and the syllables of every word that comes along.

Buy last month's issue of THE INLAND PRINTER, or look it up in some library, if you missed reading my article about the three checks. In it I expressed my conviction that the whole subject of misspellings could be relegated to the proofreader's subconsciousness, to be attended to almost — not quite — automatically. The editor would not permit me to repeat myself at any length this month; but at least I may set you to work. From now on, if you are a trusted reviser of galley and page proofs, I want you quietly to assume particular charge of the spellings, and see to it that not a misspelling ever gets away from the proofroom. Lend the proofreader your vigilance every moment of the day — without laying yourself open to such criticism as: "Let me show you the difference between my proofreading and yours. Why did you ——? Why didn't

you ——?" Be casual, be friendly. And perhaps it had better be a secret between you and me that you stand guard against misspellings going to author or to press! For your practice work take galleys after you have revised them and pages after you have made them up. They should have another reading after revise, anyway, by reason of the vicissitudes of a printing-office. Little by little you will find yourself able to handle misspellings expertly.

For acquiring professional authority in the matter of spellings, three things only are needed:

First.—*To know.* Look in the dictionary, whose pages are as accessible to you as to me. It is such a simple matter, if you do not know, *just to look in the dictionary.* Then there will be no gainsaying of your authority.

Second.—*To be responsible.* The proofreader is not paid for his knowledge alone, but for his

willingness to take the responsibility. "I am responsible for this," he says. So must you give up your hit-or-miss, don't-have-to way of working and cultivate a sense of responsibility — for misspellings at least.

Third.—*To become expert.* Here is where training counts. Practice for hours daily, with the automatic assistance of a pencil and your left-hand fingers, as I have shown you.

A friend of mine lately said to me: "I have often wondered why the ends of your fingers looked as though you were a blind person reading the Braille type. They looked so sensitive and clever."

"I read with my fingers," I answered, and showed how I covered over the letters and syllables of words as they slipped by me.

"Now what do you know about that!" was all that she could say.

GIVING AWAY NEWSPAPER SPACE

By WILL H. MAYES



T a recent press meeting I was seated at dinner between two country publishers when the conversation turned into a discussion upon the large amount of gratuitous service rendered by the press for which it should demand and get pay. "Never again," said one of them, "never again will I give away newspaper space to boost any politician or political organization. The space in my paper hereafter will be paid for at regular advertising rates. Because a man has been consistently a fool all his life it does not follow that he should persistently remain a booby the rest of his days."

Of course an assertion and admission like that called for further explanation, which came promptly. "Last year there was a hot political campaign in my county in which opposing lines were closely drawn. Both sides were thoroughly organized and liberal campaign funds were contributed. My temperament leads me to take sides even in a street dog fight, so I

followed my natural inclination and, with all the enthusiasm of my nature, pitched into the campaign, first subscribing liberally to the campaign fund. I began with a few broadsides and announced my intention to "lay on, Macduff" to the end of the fight. Within a week, subscribers began ordering their papers stopped, and before the campaign was over, nearly two hundred had been lost. Did I weaken? Not a bit. I was too much in earnest to worry over this loss, and, besides, I thought my advocacy of the right would win at least as much business as I was losing. I have a job-office in connection with my newspaper business. The last day of the contest I was surprised to find that the only really profitable piece of job-printing ordered by my friends had been given to a competing job-office, the owner of which was known to have maintained a placid neutrality throughout the fight. I inquired why I had been used for all free publicity and had been ignored when it came to placing business, and was told that the job-printer was

given the work in the hope that it might secure his vote and influence in the election. I was safe, so why worry about me?

"That was not the worst feature of it. As usual in such campaigns, there was a financial deficit and our committee called on me to subscribe to a fund for paying off the debts, including that to the competing job-printer, who had paid in nothing and had made a plump profit on the work he had done. Did I subscribe? Well, guess.

"On my rounds among the people, I made some inquiries and found that I was the only fellow in the county who had worked for nothing. The committee had paid for advertising signs, for postage, for clerical help, for automobile hire, for hotel bills, for telephone and telegraph service — for everything except newspaper space, which cost me a little over ten cents an inch, a total of some \$235.

"To cap the climax, the next week the chairman of our campaign committee, who is one of the town's leading merchants, and who had been a regular advertising patron, cut out his advertising, giving as his reason that he had spent so much money in the campaign that he was forced to economize and had decided to leave out his advertisement for the present.

"What do you think of that kind of treatment," he added, "and do you blame me for reforming?"

"Well, I believe I can go you one better," the other newspaper man said. "One of my college mates from a neighboring town ran against one of my townsmen for Congress. I supported him with my paper because we had

been college chums. With my help he was elected, carrying the county in which I live. Naturally the home candidate didn't love me any the better for using the influence of my paper against him, and didn't throw any business my way. My candidate was four times elected to Congress, the same candidates running against each other every time, and I stuck loyally to my friend all the while, using whole columns at a time in his behalf. His opponent was a strong man, and I didn't have a thing against him, but merely liked my man better because of old associations.

"Finally, my congressional friend made a fatal political mistake and was defeated. He decided to retire from politics to practice law, moving out of the district to a near-by city. The only money he had ever paid me was the subscription price of my paper. When I saw that he had moved to the city I changed the address so that the paper would reach him there promptly. In a short time I received a courteous letter thanking me for my loyal support, but stating that as he had retired from political life forever he would not need my paper longer. He did not say anything about paying for past due subscription, but I looked over my book and found he was owing 12 cents."

"Did you send him a bill?" I asked.

"Of course I did, and — what do you think? — the fellow sent me a check on his local bank for the amount. I found it would cost me ten cents to cash it, so I had it framed and hung in my office as a perpetual reminder of the days when I was more loyal to my political friends than to my own family."

THE question is not, Will men honor you for your work? but, Does your work honor you? Your concern is not only to create profits for yourself but to make that which will profit many besides yourself.—Ozora S. Davis.



Photo by Samuel E. Dibb.

The Bridle Path in Van Courtland Park, New York City.
An excellent rendering, in four colors, of a winter scene from a photograph.
Engraved and printed by The Colorplate Engraving Company, New York City.



EDITORIAL

Special Announcement.

Owing to unforeseen contingencies — which emphasize more forcibly than ever the fact that in this country we are now working under war conditions — this issue of *THE INLAND PRINTER* goes to our readers somewhat reduced from its former size. It has been our custom to close the last form on the twentieth of each month in order to get the issue in the mails by the first of the succeeding month. While the present issue was well under way, there was considerable copy still in the course of preparation when the closing down of the entire plant and building was precipitated by the action of the Fuel Administration, which shut down many of the industries for the five days from January 18 to 22, inclusive. Though efforts were made all day on January 17 to secure a ruling from the local board, permission to keep the plant in operation was not forthcoming, and no further work could be done until the twenty-third. To have a sufficient amount of matter to complete the issue in its regular size put into type after that date would necessarily mean considerable delay in getting into the mails; and in view of the fact that many copies of our January number were delayed in reaching subscribers owing to the unprecedented weather conditions in this section of the country, it was considered advisable to close with the amount of matter that was already set in type and make deliveries as early as possible, rather than inconvenience or disappoint our readers who look for their copies early in the month. We are certain our many readers will bear with us in this emergency, and we assure them that the following number will appear in its regular size.

In the correspondence columns of this issue appears a letter relating to the printing of copyrighted popular songs without permission. The letter is self-explanatory, and hardly requires further comment. Printing the words of popular songs on the back of cards announcing certain classes of social functions, such as picnics, masquerades, etc., is a practice that has been followed to a very large extent, and when these songs are copyrighted, as most of them are, the practice is a violation of the copyright.

APPEALS for magazines and newspapers for the boys at the various camps, and also at the front, have come from several sources. Two letters are inserted in the correspondence columns this month. Our readers can do a great deal toward brightening the leisure hours of these

boys by sending copies of periodicals which they have finished reading and have no further use for. Placing a one-cent stamp on any periodical, without wrapping or addressing, and handing it to any postal employee, will insure its being placed in the hands of our soldiers or sailors at the front. This is one of the little things we can all do, and it is a service that is greatly appreciated by those who are giving their lives for our welfare.

To those following the course of the fourth national foreign trade convention, held in Pittsburgh a year ago, it is unnecessary to state that the one to be held in April of this year — a brief announcement of which appears in the news columns of this issue — will be of even greater interest and importance, as this country is destined to occupy a far more prominent place in world commerce in the future. The part of foreign trade in winning the war, the demands and problems of the renewed competition after the war, the war-winning value of foreign trade in sustaining credit through the maintenance of the gold reserve, and in insuring supplies of necessary raw materials for war use, will be given thorough consideration and discussion. The printing industry is vitally interested in the welfare of all other industries, therefore this convention should have the hearty support of printers throughout the country.

No Increase in Third-Class Postage.

In the following letter, J. A. Pierce, manager of The Pierce Printing Company, of Fargo, North Dakota, calls our attention to a statement appearing in *The Printer's* Publicity department in our last issue:

We are surprised to see on page 511 of the January issue, under the title, "Selling by Mail," the statement that "the advance in the cost of distributing direct-by-mail advertising has caused no worry," etc., and we are wondering if your editor is laboring under the quite common belief that third-class mail postage has been increased.

We have had considerable difficulty proving to our own clients that it does not cost any more to mail direct advertising than it did before the new postage rules went into effect.

If your use of the word "distribution" covers other than postage, of course it is correct; but if it does not cover postage, we are wondering upon what grounds the statement is made. We have certainly mailed out large quantities of direct advertising since the law went into effect, without any increased cost to our customers, and in consequence we would expect that there would be no let-up in the amount of that kind of advertising sent out from that cause.

The editor of *The Printer's* Publicity department did not refer to increased postage in the statement quoted, but, rather, to the general increase in the costs of producing advertising literature. We realize, however, that

there is a possibility of the statement being misinterpreted and taken as a direct reference to increased postage.

Mr. Pierce has brought forward a point that it would be well for all printers to keep in mind. In some manner or other, we can not explain, third-class postage was overlooked, either intentionally or otherwise, by the framers of the Revenue Bill, and no increase was tacked on this section of the postal service. (Second-class postage should have received the same treatment, by the way, but it didn't, which also is beyond explanation.)

Something for Employing Printers to Think Over.

The following letter from a master printer in New York contains considerable food for thought on the part of employing printers, and we give it without comment:

We have made increases all along the line in the different scales, averaging from fifteen to twenty per cent. The increases to unskilled and unorganized labor have been much greater than those to the higher priced men and bring the total increase up close to twenty per cent. The business in sight does not warrant this, but the cost of living and the scarcity of men made it necessary. As the war continues it will become more and more difficult to secure labor, particularly unskilled labor.

In 1905 we had a fifty-four-hour week and the scale was:

Compositors (hand men) 36 cents per hour
Feeders 28 cents per hour
Flat-bed pressmen 40.8 cents per hour

In 1918 we have a forty-eight-hour week and the scale is:

Compositors
(hand men) 58 1-3 cents per hour — an increase of 62 per cent
Feeders 45.8 cents per hour — an increase of 65 per cent
Flat-bed pressmen 60.4 cents per hour — an increase of 50 per cent

In 1905 we required at those prices fewer men to accomplish the same amount of work.

Rollers, oil, tympan paper, rags, benzine, tools, repairs — everything that enters into the business — have continuously and greatly increased.

The standard prices in 1905 were, per hour:

Hand composition \$1.50
Presswork, sheet 33 by 46 or larger, exclusive of ink 2.50

In spite of all this, many printers are charging the same prices that they did in 1905, are assuming new contracts running over at least a year and sometimes several years, agreeing to give future service at a certain stipulated price when they do not know what it will cost them to get it or if they can get it at any price at all.

It seems to me that it behooves us to do two things: The first is to make it sufficiently attractive in these stressful times for our employees to remain in this business and not seek new fields; the other is that we take immediate means to secure proper compensation and profit from our chosen business. Some are talking about an increase of twenty per cent, some an increase of twenty-five per cent, and some say they hope to do this and hope to do that. The amount of increase we really want and should charge depends entirely upon what we are now getting for the work. Many of the prices being charged would not pay if increased twenty-five per cent. The printer should get cost plus a reasonable profit, not less than ten per cent.

No printer can tell what he is entitled to without knowing his costs. My advice for the new year to all printers is to install a Standard cost system and to know what costs really are, not what somebody says or guesses they are, so that when the printer makes a price he will make it at known cost and add thereto a reasonable profit, instead of making it, as so many are now, on what the other man's price is or what the customer says the other man's price is. No customer will deny that we are entitled to cost plus a reasonable profit.

When we tell our men that we can not give them an increase because there is not the money in the business, we confess ourselves very poor business men; when customers jockey one man against another, then they tell us we are a very poor lot of business men; and when the printer runs around to a possible customer to tell him where another printer is charging him too much in the eyes of the hungry customer-hunter, then that babbler is demonstrating himself to the customer as a very poor business man.

If the printers would only get together and discuss costs they would learn many things good for their suffering businesses. If, instead of trying to see how low they can figure a job, the bidding printers would get together and discuss the costs of that job, they very often would find mistakes in figuring, either in the time or the material, or the cost of that time and material. They won't get every job after such discussion, but they don't get them now — none of us get ten per cent of the jobs on which we estimate — but on the jobs secured under this consultation scheme the printer will make money, and that is more than can be truthfully said right now.

The Printing-Ink Situation.

Fortunate, indeed, are those printers who possessed foresight sufficient to enable them to lay in reserve stocks of materials. It is probably safe to say, however, that they were very few, as it would require far more foresight and prophetic power than is given to ordinary human beings to tell what the morrow will bring forth for any of the business interests of the country. Furthermore, the nature of the printers' product is such that it does not permit of telling in advance, to any great extent, just what the requirements for the future will be.

That we are at war is a fact that can not be too strongly emphasized, and methods of doing business must be reorganized constantly to meet new conditions. Preference will, and must, be given those industries directly essential to the conduct of the war, but there are also industries that are absolutely essential to those engaged in the production of war materials and supplies.

The question naturally arises: Is the printing industry one of these? We answer, most emphatically, that it is. This fact we endeavored to set forth in these columns in our December issue.

One phase of the present situation which has probably not received the consideration it should from all in the allied industries is that confronting the manufacturers of printing-inks, which is set forth in the following extracts from a letter sent out by David Goe, secretary of the National Association of Printing-Ink Makers:

A grave crisis faces the country because of the failure of the Priority Board to grant cars for carbon black and other absolutely essential raw materials for the manufacture of printing-ink.

Unless the sixty factories — where every pound of printing-ink used in America is made — get an immediate supply of materials, and especially carbon black from the gas-wells of West Virginia, the supply of ink to newspapers and publishers, and printers for railroads, express and other common carriers, must necessarily fail.

We have been shifting small lots of supplies remaining on hand from one plant to the other in the effort to equalize the tension and the production at various points. We are, however, at the end of our resources in that direction. We have between twenty-five and fifty cars of raw material blockaded between West Virginia points and New York city, and have been unable to get any orders from Washington officials which will enable us or the railroads to move these cars. We are even anxious to ship material by express and pay the excessive cost.

We fully realize that war materials, coal and foodstuffs must be moved. We also realize that a continual supply of print-paper, now under consideration with the Federal Trade Commission, is necessary. *But of what avail will be print-paper without printing-ink?* And how will public utilities, such as railroads, telegraph and telephone companies, do business without the necessary printed blank forms? How will the various departments of Government transmit orders and intelligence without the necessary printed forms?

We do not know how to make the situation any plainer or how to point out any more urgently the serious and menacing condition because of the vanishing supply of printing-ink. It requires nearly forty thousand pounds daily for New York city papers alone.

As a group of manufacturers we have in the last three years invested many millions in increased plants for the production of materials — dyes, chemicals, etc., formerly imported from abroad.

It is unnecessary to say that this is a matter in which printers are vitally interested, and it brings more forcibly to mind the fact that, just as no man can live unto himself alone, so each industry is dependent upon all others for its existence. Printers in every part of the country should give their immediate and whole-hearted support to the printing-ink makers in order to have this situation straightened out without delay.



While our columns are always open for the discussion of any relevant subject, we do not necessarily indorse the opinions of contributors. Anonymous letters will not be noticed; therefore correspondents will please give their names — not necessarily for publication, but as a guarantee of good faith. All letters of more than one thousand words will be subject to revision.

Send Trade Papers to the Boys in the Camps.

To the Editor:

CAMP DIX, N. J.

Having been in camp three months, I have never yet seen a trade paper of any kind among the large numbers of magazines sent to the various camps.

If the printers and pressmen who are "left behind" will place a one cent stamp on their trade papers and magazines they will be sent to the camps. No wrapping or address is required. And they will be doing the men of our craft a real service.

Possibly a line or two in your correspondence column about this will aid in getting them started.

Until recently I subscribed to your valuable paper myself, and I hope to soon have my name on your mailing-list again.

Wishing THE INLAND PRINTER more success than ever in 1918, I am

LINN D. MACDONALD,

Band Corporal, 310th Infantry, Headquarters Co., Camp Dix.

Publishing Copyrighted Songs without Consent of Owner of Copyright.

To the Editor:

NEW YORK, N. Y.

We are the attorneys for Leo Feist, Incorporated, engaged in the publishing of copyrighted musical compositions. From time to time, at various points throughout the United States, we find frequent instances where printers have violated the Federal Copyright Law by publishing, without the consent of the copyright owner, copyrighted works.

This occurs most frequently in the following manner:

A group of individuals, or some club or society desiring to hold a public ball, dance or other gathering, in order to advertise the affair gives an order to a printer to print a quantity of "throw-away cards." On one side of the card you will find the announcement of the proposed affair and on the other side of the card you will find the words of some song.

The printers are probably ignorant of the fact that the printing of the words of a copyrighted song constitutes a violation of the Copyright Law and is punishable as a misdemeanor. Section 28 of the Copyright Law provides as follows:

That any person who wilfully and for profit shall infringe any copyright secured by this act, or who shall knowingly and wilfully aid or abet such infringement, shall be deemed guilty of a misdemeanor and upon conviction thereof shall be punished by imprisonment for not exceeding one year or by a fine of not less than \$100 nor more than \$1,000, or both, in the discretion of the Court.

Our client, being the owner of a great number of so-called popular songs, feels that it is seriously damaged by these frequent violations of the law and has therefore determined to stop this practice.

The matter has already been referred to the United States Attorney in various districts, but before proceeding further we thought that it would be better to notify printers so that they

generally would know of the law and would take care not to violate it any further.

We have written to various people in the locality of New York connected with the printing-trade, and it has been suggested by the secretary of the Essex Trade Council of Newark, New Jersey, that you publish a trade journal and that you would be glad to have an opportunity of calling this matter to the attention of your subscribers. We appreciate that in most cases the printers do not intend to violate the law; and we, therefore, are taking advantage of every opportunity that is presented to us to call the matter sharply to their notice, so that they may guard against any further unwitting violations.

If you can give this matter prominence in your paper, we think it would be greatly appreciated by the trade. If you have any suggestions as to how we can effectually reach all people in the trade, we would be glad to consider them and endeavor to follow them out.

GILBERT & GILBERT,

By Francis Gilbert.

Newspapers and Magazines Wanted for the Boys at the Front.

To the Editor:

LONDON, ENGLAND.

Since America's entry into the war we have been besieged with requests for American newspapers and periodicals for the American troops in France and in Great Britain.

You may easily understand that those lads are clamoring for their "home" news, but as they are always moving it would be difficult for them to keep track of their home newspapers.

For this reason I have established a department here which has grown to very large dimensions already, solely for the purpose of supplying American troops with American newspapers. We are acting for the American Y. M. C. A. in this connection, and several philanthropic Americans in London have placed funds at our disposal to facilitate this work.

It occurs to me that some of the American newspapers might like to coöperate by putting us on their mailing-lists for regular copies of their newspapers, and they can rest assured that such papers will certainly reach the hands of some one or another of the American troops from their particular city.

Would you not be inclined to insert a paragraph in THE INLAND PRINTER asking the newspapers to render this little service to the men who are fighting their battles?

Newspapers can be addressed to the Dorland Newspaper Agency, 16 Regent street, London, S. W. 1, and from us they will be circulated suitably.

Several American newspapers and magazines are already doing this.

Outside this gratuitous service, we are sending, on behalf of American troops, regular subscription orders to a large number of American newspapers for those who want a regular copy.

G. W. KETTLE,

Managing Director, Dorland Newspaper Agency.

INCIDENTS IN FOREIGN GRAPHIC CIRCLES.

BY OUR SPECIAL CORRESPONDENT.

GREAT BRITAIN.

EFFECTIVE January 1, the electrotypers and stereotypers have advanced their current prices another twelve and one-half per cent, making the total increase so far twenty-five per cent.

FOR reasons sufficient from his point of view, says the *British Printer*, the average printer has for many months refrained from adding to his stock of composing-room material, and sorts of every kind are running short. As one result of this policy, directly new work of any magnitude comes to hand the average office is industriously occupied in "picking," and body stuff in particular becomes much ground down. It is true that secondhand type has flowed into the market as a result of closing up businesses, but against this is the steady drain upon old type to feed the all-devouring maw of munition purposes. Thus it comes about that printing-establishments throughout the country are in all probability understocked with material in the composing department. This might not matter overmuch if the typefoundries were able to supply any demands made upon their resources, now and in the near future. They are not. The various foundry staffs were too skilled in metal questions to be overlooked when the country took stock of its resources, and, even when men were not withdrawn directly for the forces, so many were required for government work that very few indeed are left to carry on the normal business of typesetting. When the demand for new type comes it will come in hosts, and it is pretty certain that the typefounders will be unable to supply everybody, with so much leeway to make up, new staffs to train and new metal conditions to face.

GERMANY.

THE German Master Printers' Association, according to its last annual report, has 4,241 members and assets to the amount of 103,000 marks (\$24,514).

THE paper scarcity caused the Kamenitz *Tageblatt* to print an issue on green circular-paper, and the *Zeitung für das Meissner Hochland*, at Neustadt, to print a number of issues on wrapping-paper.

THE power printing-press factory of Koenig & Bauer, at Zell, near Würzburg, has set aside a fund of 200,000 marks to assist those of its employees who have been wounded or incapacitated in the war, and their widows and dependents.

BECAUSE of the war drawing away skilled male labor from the printing-trades about 3,000 unskilled male and female workpeople have been installed. The results are not as satisfactory as could be wished. The general verdict is that the female workers can not earn the wages that are ordained for them.

THE fire-insurance association of the German master printers during 1916 received 110,550 marks in fees, etc., and disbursed 4,457 marks in payment of losses, which would show relatively small damages sustained by the trade through fires. The association's outstanding policies amount to 92,560,070 marks (\$22,029,296).

IT is reported that fifty-six new printing-trade companies have been formed in Germany, representing a capital of 15,207,000 marks. On the other hand, it is estimated that of the nine thousand printing-offices existing in Germany before the war, two thousand are now closed, because of proprietors and employees being called to the front, as well as because of other war effects.

A COMMUNICATION not long ago addressed by the Association of Metropolitan Newspaper Publishers to the royal chancellor reads about as follows, this being a translation: "For several weeks, because of the totally inadequate delivery

of news-paper, which does not even assure the Berlin dailies of the amount allotted to them, it has become the rule that the publishers at noon do not know if their journals can appear the next day. As the danger that this or that publication may be prevented from appearing is constantly becoming greater, the members of this association have entered into an agreement, according to which every publisher who at 1 p. m. is not sure of having a certain minimum quantity of paper for the next morning's edition, may demand of other publishers that they issue no papers on the same morning. The members felt it to be necessary to enter upon the agreement to hinder members who may be more fortunate in securing paper supplies from enjoying advantages over the less fortunate."

SWEDEN.

IT is intended, at Stockholm, to reproduce photographically the celebrated manuscript Bible of the Gothic bishop Ulfila, which is now in the University Library at Upsala. This Bible is known as the "Codex Argenteus," because of the fact that for the most part it was written in silver letters upon a purple-colored parchment, which in time has faded to a sort of pale lilac. This Ulfila manuscript, by far the most complete of all the fragments surviving of this Bible translation, was discovered in the sixteenth century in the monastery at Werden am der Ruhr, Germany, and put into the literary collection of Emperor Rudolph II., at Prague, Bohemia, from whence, at the capture of that city in 1548 by Count Königs-marck, it was taken by him to Stockholm. Later on it found its way to Holland, where the Swedish royal chancellor, Count de la Gardie, repurchased it for his country. He had the work, which embraces 177 leaves, bound in silver covers and deposited it in the Upsala Library, where it has since been that institution's most cherished treasure.

HOLLAND.

THE boycott is used by the Dutch Master Bookbinders' Association as a legitimate means of bringing the members of the trade and others into line. In a recent issue of its official journal, in a prominent position on the front page, are the names of a couple of Dutch printing-firms from whom the association houses are forbidden to accept binding work. Just below is the name of another firm from whom the boycott has been lifted, following its submission to the association's rules.

HOLLAND has the following general organizations in the printing-trade: Of the master printers — Federation of Printing Offices, Catholic Association of Master Printers and Christian Association of Master Printers. Of the employees — General Typographical Association, Catholic Federation of the Graphic Arts, Christian Federation of the Graphic Arts and Federation of Local Typographical Unions. All these societies enjoy civil rights.

ITALY.

THE Milan Book-Trades School, which is under the protectorate of the Societa Umanitaria, last October started day courses for boys in the sixth grade of the public schools, to teach them hand composition; letterpress, litho and process printing; stereotyping, electrotyping and bookbinding. The teachers will receive 250 lire per month remuneration.

FRANCE.

THE printers at Bayonne, Mantes, Lebourne, Mont-de-Marsan, Constantine, Oyonnax and Bordeaux have secured advances in wages. At Nantes, the linotypers have also secured an advance, and the other printery workers are agitating for a similar purpose.

DENMARK.

THE exportation from this country of goatskins of all kinds, prepared and unprepared, has been prohibited.

PROCESS ENGRAVING

BY S. H. HORGAN.

Queries regarding process engraving, and suggestions and experiences of engravers and printers, are solicited for this department. Our technical research laboratory is prepared to investigate and report on matters submitted. For terms for this service address The Inland Printer Company.

Christmas Greetings.

The use of Christmas, Easter and other holiday-greeting cards is growing, as evidenced by the increased number received by the editor of this department this season. It is a custom that should be encouraged by engravers and printers as an aid to business. Still, out of the number received from relief-plate engravers, many were cards made by intaglio-plate engravers, thoughtlessly sent, not realizing that it was a reflection on their own engraving method. Cards engraved and printed by a visiting-card engraver have a stiffness and formality not in keeping with the joyousness of the Christmas season. Photoengravers should design their own cards if for no other reason than to show confidence in the art possibility of their own establishment. Louis Flader says in the *Photo-Engravers' Bulletin*: "The greatest gift bestowed upon the world is the birth of Christ," so, when getting up a Christ's birthday card, do not be afraid to refer to Christ. Think of how senseless a Washington's birthday card would be without reference to Washington. Furthermore, the stable at Bethlehem, the virgin mother and the infant Christ will continue to be the finest of art subjects for all ages.

Explosives Law and Negative-Making.

F. W. Fay, Boston, writes: "Now that the Government is demanding that we photoengravers take out a license and put up a bond before we can use alcohol and nitro-cellulose for the making of collodion, I write to ask if there is not a discarded process of negative-making that we might use as a substitute for the collodion process. Many of these tried-out processes were too slow, but now that we have powerful electric lights and quick-working lenses they might help us out until this 'blank' war is over."

Answer.—There are a number of the early processes that might be improved in the light of modern knowledge and put into practical use, such as the calotype and Greenlaw's process, which furnished negatives on paper and which have their counterpart in some of the modern bromide papers. The great trouble with them is the difficulty of reversing unless a prism is used, which doubles the length of exposure. Negatives on glass supports might be made with albumen or gelatin as the medium of holding the sensitive salts, and here again comes difficulty in stripping the negatives. Of course, dry plates can be used, either gelatin or collodion, and where the number of negatives required is not great they are really economical. It is a splendid opportunity for the marketing of a reliable collodion dry plate as a wet-plate operator can handle it so much more satisfactorily than a gelatin plate. In fact, the situation may bring out an entirely new method of negative-making. It is suggested that the term "nitro-cellulose" be not used, nor "guncotton" either, as they sound too explosive. The proper word is "pyroxylin" for the soluble cotton used in collodion. It is further suggested to our correspondent that

he apply for a license, put up his bond and continue the use of collodion if he wants to save himself time and money and continue to do high quality half-tone engraving.

Photoengraver Becomes Public Printer.

Few photoengravers are better known to organizations of union men and employing photoengravers than Peter J. Brady, who has just been made Public Printer by Mayor John F. Hylan of New York city. Mr. Brady has held all the offices



Peter J. Brady,

Supervisor of *The City Record*, New York city.

in Photoengravers' Union No. 1, being vice-president for three years and president from 1910 to 1916. He is first vice-president of the International Photoengravers' Union of North America, and president of the New York State Allied Printing Trades Council. He was secretary of the conference of organized labor on industrial education and attracted attention by accusing Rockefeller influences of manipulating the Board of Education. He also demanded, in a public investigation, that the names of unions whose telephone wires the police were listening in on be given. For many years he has been a hard fighter for legislation to protect workers in factories, and also against child labor. He was one of the early advocates of the Workmen's Compensation Law, which became law under Governor Glynn. Mr. Brady was recommended to the attention

of Mayor Hylan by a petition signed by the officers of the trade-unions of New York city. The metropolis expends nearly a million dollars annually in printing and stationery, and though Mr. Brady is but thirty-six years old he knows intimately the manufacturing end of the allied printing-trades and the people connected with them. He carries the good wishes of all photoengravers for his success in office.

"The Weekly Times Annual," Melbourne.

From Melbourne, Australia, comes once more the welcome *Weekly Times Annual*, showing more ambitious use of color-printing, three-color plates being used in the advertisements to great advantage. In fact, there is a basket of fruit printed in three colors in an advertisement that would be creditable to engravers and printers anywhere. There appears to be excellent coöperation between artist, platemaker and pressman on this publication to obtain the artistic results shown through the use of tint-plates in combination with half-tones printed in black, and in the graded color-tints in backgrounds and skies by the aid of split ink-fountains. All of the half-tones have a crispness and brilliancy, due to getting the effects without "flashing," which is overdone in this country. They are not afraid to leave solid blacks in half-tones in Australia, and do not gray them with small white half-tone dots as is the rule here, consequently there is greater depth in Australian half-tones, from the solid blacks of the deepest shadows to the almost pure whites of the highest lights. In short, the Australian photoengraver "gets it in the negative," which has been constantly advocated in this department.

Answers to a Few Correspondents.

S. J. P., Detroit: Though at least 150 men have enlisted from the offices and workrooms of the engraving houses in New York city, there appears to be no scarcity of help at present, owing to the decreased demand for engraving.

"Prof.", Notre Dame University: Telegraphing pictures will likely be developed rapidly after the war, since it has been discovered that tungsten is more sensitive to light than selenium. Pictures may be transmitted by wireless.

P. J. O'Neill, Boston: There are many forms of solid bitumen, such as gilsonite, from Utah; grahamite, from West Virginia; and albertite, from Nova Scotia. Many of these are used in inkmaking and all are acid resists.

Enlarged Photographs with Coarse Grain.

"Engraving house," New York, showed the writer some exhibits of photographic copy which had been received to make half-tones from. They were from a moving-picture concern for which the company does a large amount of engraving. The customer admitted that the photographs showed too coarse a grain to make good half-tones and would improve the copy if they but knew how. An opinion was asked as to the possibility of getting rid of the coarse grain in the photos.

Answer.—The photographs shown were all enlargements from small negatives, some of them from the miniature negatives made in the moving-picture camera, and of course all the blemishes and grain of the original negatives were greatly exaggerated by magnification. Coarseness of grain in dry plates increases with the speed of the plate, but it is multiplied to a great extent by rushing the development in a warm developer. Slow tank development in cool developer makes for finer grains in the developed image. Then, if the negative is treated to a bath of, say, thirty grains of chrome alum to an ounce of water after fixing, this will shrink or contract the gelatin film so that the grains are brought closer together and are not so conspicuous. The best way to get satisfactory enlargements from such small negatives is to make a greatly enlarged transparency or bromide print, have either of these

retouched by an artist experienced in this line, and from these retouched enlargements make the reduced negatives and the final prints for half-tone reproduction.

Chinese Have a Photoengraving Plant.

From the China Photoengraving & Printing Company, Shanghai, China, comes the letter reproduced herewith. Fearing that it might contain something seditious it was returned

介紹新書

何近先生 Horgan's Half-tone 之製造電版新書乃初學製造電版者之必要書也何君歷練此藝二十餘年九於電版製造工夫無不考究精通他亦曾主理 *New York Tribune* THE INLAND PRINTER 製造圖畫電版十有餘年其於本公司之建設極意贊助即本公司之電版製法與夫一切藥方採該書之用法甚多而本公司開設上海乃完全中國人之新商業則該書之良善可知矣

中華民國六年十二月

中華電版公司報告

New York Office 16 Pell St.

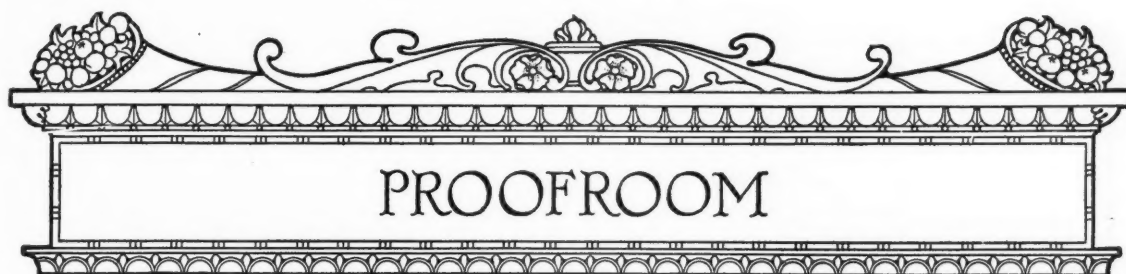
Please Read from Right to Left Down the Columns.

for a translation in English. The following was sent back with the original, and readers can judge for themselves if the translation is correct:

"A Book Which We Learned From. Mr. Horgan's Half-tone is a book from which we learned a great deal about the photoengraving processes. A beginner of this line of business will find this book a very important and valuable one. Mr. Horgan has more than twenty years of experience in all the photo-mechanical works. He was also many years in charge of the photoengraving departments of both the *New York Tribune* and THE INLAND PRINTER of Chicago. We have found that this book is a great companion and most of our works and formulas are based upon it.

"China Photoengraving & Printing Company, Shanghai, China. New York office, 16 Pell street. This is the only photoengraving plant owned and run entirely by Chinese in China."

The last sentence is most interesting as it tells that, though there are several photoengraving plants in China, they are owned by foreigners, while this one in Shanghai is what they would call in Ireland a "Sinn Fein" or "for ourselves" shop, from the fact that it is for Chinamen, run by Chinamen and owned by Chinamen. May success attend it.



BY F. HORACE TEALL.

Questions pertaining to proofreading are solicited and will be promptly answered in this department. Replies can not be made by mail.

Same Old Dispute as to Number.

M. A. B., Williamsport, Pennsylvania, writes: "Will you please give your opinion whether the apostrophe in the following is in the correct position? 'An L. C. Smith & Bros. No. 5 Model Typewriter at One-Half Manufacturers' Price.' The compositor made the word 'manufacturer's,' claiming L. C. Smith & Bros. constitute a firm and for that reason the word should be expressed in singular form. The proofreader asserts the word should be plural, as printed, because the noun when used in the same sense elsewhere in the advertisement indicates the writer wished to express a plural meaning. A copy of the whole advertisement is enclosed.

"Also, will you please say whether an apostrophe should be used in such expressions as 'ten days' trial,' 'three weeks' vacation,' etc.?"

Answer.—This is a repetition of questions that have been answered frequently in this department, but repetitions seem to be necessary in such cases. Direct request is made only for my opinion, which is a good request, as it implies that there may be other opinions, and that mine is not to be taken as a final decision for everybody. My opinion is, to me, however, an absolute conviction, which I do not think any one can ever change—that is, my opinion on the first question here asked. It is that the apostrophe is correctly placed. The proofreader's assertion is right, and should have settled the matter finally. Compositors have no right in such cases to change what is in their copy, except when some plainly accidental error appears. When a firm or a corporation is considered simply as one aggregation, the singular verb should be used; but when, as here, the writer's thought is evidently of the members as individuals, the plural verb is right. In other words, correctness of construction depends on the nature of the writer's thought, so that with a collective noun sometimes the verb is correctly singular, sometimes plural, and the choice rests with the writer. In the case in question the copy should be followed whether the word appeared elsewhere or not; but the case is strengthened by the other use of the word, which was "manufacturers' guarantee," and which seems to have passed unchallenged. Undoubtedly the two uses of the word should be alike, both singular or both plural. My opinion is that as here used the plural is correct. The only correct use of the singular is when the firm is mentioned as a firm only, for instance in asking such a question as, "What firm is involved?" That is, as a firm, not as so many individuals.

As to the other expressions inquired about I can not answer so as to fix a set practice for all cases. Where the sense is plainly genitive or possessive the apostrophe should be used. Thus, if a trial (or testing) period of one day is mentioned we say "one day's trial," and for ten days it should be "ten days' trial"; but of a trial in court, or anything similar, I should probably say "a ten-day trial." Many persons now seem to object to use of the apostrophe in places where formerly it was demanded, and it is almost impossible for an old fogey like me

to keep track of where the new idea applies. Therefore I can not be more specific. One case is that of geographic names, as the now prevalent Governors Island, etc. If I had my way such names would always have the apostrophe.

Some Errors and a Lesson.

Occasion is afforded plentifully in current print, most often but not only in newspapers, to have a good laugh over errors made by other people, even if we fail to find much to laugh at when called to account for the errors we make ourselves. But something more than a laugh may be derived from an occasional consideration of errors in print, when these errors are not noted in a spirit merely of carping criticism. I have always avoided the too common habit of making fun of other people's errors, which seems to be the most frequent intention in writing about them, and therefore am led to hope that those who read this will find in it a sincere spirit of helpfulness and an actual indication of beneficial practice.

Recently two evening papers in New York published a story from Camp Upton about a soldier's study of an old Venetian writing. One of the papers called the soldier "a romance language scholar," and said that "the question whether Cicero or Conifcius wrote the Herennium has agitated numerous scholars." It also mentioned a pamphlet entitled "Les Filigranes," which should have been "Les Filigranes." It had Conifcius three or four times.

The other paper reported the soldier as saying, "Cicero did not write the rhetoric to Herennium," and "I am of the opinion that Confucius wrote it."

As a matter of fact, there are Romance languages, but no romance languages; and absolutely every person fit to be a proofreader should know it. Of course every reporter should know it also, but we are not concerned with reporters. Reporters are not given to carefulness in such matters, but proofreaders should make the needed correction. It would often pay a proofreader to consult the dictionary.

It would be absurd to assert that every proofreader should know that Conifcius was an error for Cornificius, yet how much more satisfying the result would be if it had been suspected, as it should have been, and the correct name had been found in encyclopedias. But books of reference are not always at command, as they well might be, and without them chances must be taken on the accuracy of copy.

Copy or no copy, what proofreader should be so utterly ignorant as to think it possible that Confucius could have been the author of a Latin book on rhetoric? And another exhibit of ignorance was made in saying that the rhetoric was dedicated "to Herennium." It was dedicated "*ad Herennium*," which means "to Herennius." "Les Filigranes" may have been a mere typographical error.

The lesson pointed by these errors is one of general need, that has been learned fairly well by some of our people, but not by nearly enough of them. Everybody needs to have a

certain amount of suspicion instantly aroused by these doubtful matters, enough to force the instant effort to ascertain by some means, research or inquiry, what is correct.

Mark to Indicate N or U.

G. S., Chicago, writes: "We had in copy the name Heūpel, with mark above the middle letter. We made this read Henpel, and the customer says we should have known that the dash above indicated a *u* (Heupel). Who is at fault in this matter?"

Answer.—The customer, decidedly, is at fault. I have never heard of any one else who would use the distinguishing dash as he did. His use of it above the letter plainly ordered an *u*. The dash always indicates the closed part of the letter, and for a *u* it should be beneath. This customer seems to be an impulsive man who does not stop to learn common sense, but finds fault with others who do not know the true inwardness of his crooked mind. We always will have too many men of this kind. The only thing for us to do is to keep on doing what is right, and indulge the laugh which is invited by such inanity, even when we have to obey its insane orders.

NEWSPAPER ENGLISH.

BY F. HORACE TEALL.



AMONG the various uncertain classifications which have been made by many writers about what they call "bad English," none is of less value than the one they attempt under the name "newspaper English." It is true that writers for newspapers, especially average reporters, are not specially good users of literary language; and a good reason for this is not hard to find. It is simply due to the fact that newspapers are not literature, in anything like an accepted sense of the term literature. Their main function is reporting news of the moment, and the news sense is often strong in men who are not language adepts, to say the least. Ordinary reporters, in fact, are seldom well qualified in grammar or diction, and even those who are so qualified often have their facility in these respects practically nullified by the stress of the inevitable rush of their work. Much is done by desk workers in the way of correction, but this is often too much rushed to be carefully done.

The foregoing seems to be enough of a practical summary of conditions to indicate sufficient excuse for a laxity in English composition, that might be called newspaper English. But the term would be a misnomer if it were supposed to indicate any fixed quality peculiar to newspapers, for they have no monopoly in language of any kind.

It would not be difficult to name newspapers in which the matter of real literary nature exemplifies the best of English language use continuously. One will suffice. The *Sun*, New York, beginning in 1868, when Charles A. Dana became its editor, and continuing unbrokenly up to the present time, has carefully excluded from its columns, aside from the ordinary up-to-the-moment news which can not be delayed, everything that can with propriety be called bad English. But we must remember our qualification "with propriety," and avoid, as Dana always did, such things as William Cullen Bryant's accumulation of individual words that must not be used, as casket for coffin, which is sometimes not only justifiable, but really preferable. Dana, by the way, was slightly given to notions of this kind, but not nearly so fussy as Bryant. One unreasonable dictum of this sort by him was that the word *malicious* must not be used, as it was not a good word!

Some of our greatest litterateurs have been newspaper men, and undoubtedly journalism will be the chief stepping-stone for many more, although the vast majority of newspaper workers

will always be mere reporters. It seems interesting, and also instructive, to consider what one of our graduate journalists said about newspapers. He was Adams Sherman Hill, who was a newspaper writer and afterward professor of rhetoric and oratory in Harvard University. He wrote a number of magazine essays later published as a book entitled "Our English." He did not mention newspaper English as a separate and distinct classification, but one of the essays has the title "English in Newspapers and Novels."

"If," says Professor Hill, "newspapers and novels had only a general effect upon a reader's mind, they would still be likely to injure his English; but they have a direct and specific influence upon his use of language—an influence more widespread, more insidious, and more harmful than any other; and this is especially true in the United States, where almost every man has his daily or at least his weekly journal, and almost every woman spends many hours on current fiction."

Elsewhere he says: "The misfortune is that it is the defects rather than the merits, the bad English rather than the good, that strikes the eye and sticks in the memory."

I shall not criticize the statements in our first quotation, beyond the remark that their assertions would not be easily proved, and I personally think they are not strictly true. The misfortune spoken of is not peculiar to reading, but is found in all human experience. Bad habits of every kind are always more easily acquired than good ones.

Professor Hill also tells us: "As most novelists read newspapers, and most journalists read novels, writers of each class catch bad English from those of the other and adapt it to their own purposes. Hence such differences as exist between the two are, for the most part, traceable either to differences in subject-matter or to the fact, already adverted to, that newspapers are read by more men than women, and novels by more women than men."

"In both novels and newspapers precision in language and nice distinctions in thought are rare. Superlatives abound. There is little gradation, little light and shade, little of the delicate discrimination, the patient search for truth, and the conscientious effort to express truth exactly, which characterize the work of a master."

Professor Hill distinctly states that he does not consider grammar and idiom in his criticism of newspapers and novels. It is in these that the principal badness is found, nevertheless; and if any certain quality of expression or construction is to be known as newspaper English, grammar and idiom must be included. But, after all, what is meant by that name is not something well defined, but rather the somewhat vague quality of badness hinted at by Mr. Charles A. Dana in the following, from an editorial article on New York journalism, published in 1873:

"The *World* is too often written in too fantastic language. Its young men seem to vie with each other in tormenting the language. They will do better when they learn that there is more force in simple Anglo-Saxon than in all the words they can manufacture."

He said in another article: "Certain newspaper critics and doctrinaires are in distress if the literary proprieties are violated, and if the temper and blood of the writer actually show in his work. They measure our journalistic production by an English standard, which lays it down as its first and most imperative rule that editorial writing shall be free from the characteristics of the writer. This is ruinous to good writing, and damaging to the sincerity of writers."

These quotations are taken from old writings advisedly, because the difference between their time and now, if there is a difference, is merely one of individual detail, not of general quality. Much newspaper English was bad in the old times, and at least most of it is not much better now; but the bad quality is not found in newspapers and novels alone.



DEMONSTRATING THE VALUE OF COLOR IN
CATALOGUE PRINTING.

Printed by The Henry O. Shepard Company, Chicago, in five colors—four-color process and tint background—from engravings made direct from the goods, by The Brock-Haffner Press, Denver, Colorado. Ault & Wiborg process inks used. Reprinted by courtesy of the Gano-Downs Company, Denver.

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COST AND METHOD

BY BERNARD DANIELS.

Estimating Service.

For a long time the Cost and Method department has been furnishing its readers with estimates as asked for and making no charge for this service. The demand has grown to serious proportions, and instead of small jobs about which some of the less experienced might be in doubt we have been receiving numerous requests for large estimates, some of which require several hours' work. With many of these requests we receive no more information than a sample of the job and the number of copies; in many cases we are not even told whether it is a reprint job or a similar one from new copy. This makes it extremely difficult to figure, accurately, what the cost should be, as there are frequently problems in connection with the production which do not show in the finished work.

We have just finished one estimate that took two hours, and the other day received a saucy letter and refusal to pay the bill for an intricate estimate which was to be used as evidence in a trial in court to recover on a bill for \$2,000 which the customer disputed.

While we are always ready to help the man who is endeavoring to learn how to estimate correctly, and to go as far as reasonable to help our subscribers to verify their estimates, we do not maintain a clerical department devoted to estimating, and, therefore, in the future shall be compelled to make a charge for estimating sufficient to cover the cost of the actual work of the necessary correspondence and postage. That this may fall as lightly as possible on those we are anxious to assist we have decided to make a minimum charge of 50 cents for each estimate made for a job of the value of \$50 or less, and an additional charge of one-half of one per cent on all amounts over \$50. This will not always cover the cost of making the smaller estimates, but will care for the clerical work and postage.

We shall, as usual, answer all inquiries regarding cost-finding and office methods, either directly by mail or in these columns, according to their interest to our readers generally.

Accurate estimating is based on the results of cost-finding plus the records of production and efficiency. Therefore, low hour-costs, because of low wages or other labor conditions, do not always mean low total cost of production, as the workman who is willing to work for low wages is generally less efficient and productive.

Experience has proved that actual cost of production varies but little in different localities when the same quality of work is considered, and careful investigation has proved that the cost averages found by the United Typothetae of America are fair and safe, and we recommend them to our readers and will use an approximation to them in our estimating. The printer who has a lower cost per hour will probably find that he takes a larger number of hours to do the work, while the one with a higher cost should look for the leak in his plant and get down to the proper basis.

This being the case, we shall use the following cost rates in all our estimating, and will make the estimates at cost, adding

a percentage for profit on the total cost; this percentage will be twenty-five per cent on all the better classes of work and twenty per cent on envelopes and post-cards, and the dodger class:

OPERATION.	PER HOUR.
Hand composition, make-up and lock-up.	\$1.50
Linotype composition.	1.00
Monotype composition, keyboard.	1.30
Monotype composition, caster.	1.50
Cutting stock.	1.10
Job presswork, 10 by 15 and smaller.80
Job presswork, 12 by 18 and larger.	1.00
Pony cylinder, 25 by 38 and smaller.	1.00
Cylinder press, 28 by 42 or smaller sheet.	2.00
Cylinder press, 33 by 46 or smaller sheet.	2.20
Cylinder press, 38 by 50 and larger.	2.40
Folder, small, automatic feed.	1.50
Folder, large, hand-fed.	1.00
Folder, large, automatic feed.	2.00
Ruling machine.	1.20
Wire-stitcher, one girl.80
Girls, handwork.50

All estimates will be made at these rates and no attention will be paid to the claims of correspondents that they have lower costs of production in some one or more departments. The time allowance for each operation will be that shown to be the best average practice in well-managed plants.

In making requests for estimates be careful to specify the size, weight and quality of stock you intend using or quoting on, and the price of that stock in your city, as it is impossible for the Cost and Method department to know what grades are found in your locality or the prices. Be careful to give all the details you can regarding the job, and where there is reason to expect many changes in the proofs, note the fact, as that may make a difference in the method of setting or running it. For all ruled blanks, a sample of the ruling will be required.

The fee for making the estimate should accompany the request in the shape of a postoffice money order, bank draft or check, payable to The Inland Printer Company.

Should you find it necessary or advisable to have further correspondence regarding any estimate made for you there will be no extra charge for the letter, and we will esteem it a courtesy on your part if you will advise us as to the result of the estimate, whether you received the job, and how nearly you were able to work it out to the estimate.

It is the desire of the management of THE INLAND PRINTER and of the editor of Cost and Method to make this department as useful to as many of our readers as possible, and to render them every service in our power toward making their businesses profitable and smoothing out the wrinkles of trouble and doubt that are often found in every business. But there is one class of inquiries that we do not desire even though the sender may be willing to pay liberally for an answer, and that is, "How can the other fellow do it so cheap when my cost is more than he gets?" Such discussions benefit no one, as we can not say why, but can only estimate the right price, which is of no value after the order is placed elsewhere.

Keeping Samples of Paper.

Every estimator and office man knows the value of having just the right sample of paper at hand when making an estimate or a sale, but the average printing-office sample-file is a snare and delusion so far as getting at it quickly and certainly is concerned. You know the collection of sheets of various ages and degrees of decrepitude that fill the ordinary sample-drawer, and the uncertainty that any of them can be matched or that they are within a mile or more of being real samples of recent make.

An English estimator has solved the problem and given his method to the trade in a recent issue of the *British and Colonial Printer and Stationer*, and, based on his idea, we suggest the following system of handling samples of paper:

Provide a series of drawers and some 9 by 12 inch envelopes of strong manila stock, or a vertical filing section and either folders or envelopes (the writer prefers the envelopes because they keep the samples in better condition). If the series of drawers is used, label one for each class of stock; if the filing cabinet is used, provide a heavy cardboard guide for each class. Label these as "News," "M. F. Book," "Super," "Coated," "Antique," "Tinted Book," etc., according to the number of kinds that you desire to keep. Then, as each sample is received, mark it with the date, the name of the maker, the price, and the weight and size; place it in an envelope, using the fewest possible number of folds, so as to leave it in presentable condition, and mark on the envelope the class, price and weight of the paper it contains. This will not take any appreciable time if it is done at once when the sample is received.

Thus far you will have done nothing that many others have not done, except that you will have done it systematically and carefully, and have all samples of one class of stock filed in one place.

Now our English friend comes in with his original thought. He considers each sample the best he can buy for the price marked on it, and when he receives another sample of a like stock and price he carefully compares the two and determines which is the better and files it, destroying the other. Thus he has only one sample of each grade and price, and that is the best that he has been offered at the price, so that he can with confidence tell his customer that it is the best buy at the figure, and that to get a lower figure he must use a poorer grade.

Of course, such a system of sampling requires a knowledge of paper on the part of the printer, but he should have that to entitle him to be an estimator or salesman of printing.

This improvement in handling samples and purchases of paper has much to recommend it, and we advise our readers to try it as a substitute for the present method of saving all kinds of samples and mixing them up.

Cutting Stock Affects Register.

This does not refer to careless cutting, where the different cuts are slightly different in size, nor to those cases where from improper clamping the stock has drawn under the pressure of the cut, though these will undoubtedly affect the register on certain classes of work.

Every printer knows that paper, except certain high-grade, hand-made papers, has a decided grain running one way, similar to the grain in a wooden board, and that it is somewhat easier to tear with the grain. It is also a fact that paper subjected to atmospheric changes is affected by them and swells or shrinks according to the degree of moisture in the air, but this shrinking is not equal, nor does the sheet always return to the same size. In absorbing moisture the paper expands most in the direction across the fibers; that is, in the direction at right angles to the way in which the web ran in the machine. To many printers these facts are well known, and they are careful in buying cover-paper and cardboard because of the effect of this on the folding, but few realize that the same

care should be exercised in buying and cutting paper for jobs requiring register.

Few printers would think of cutting cover-paper so that the grain ran one way in part of the sheets and the other way in the balance, yet they will cut three and five to the sheet for work requiring close register and blame the feeder when they do not get it. A sheet of bond-paper will expand about one two-hundredth part of its length with a change of humidity of twenty degrees. Not enough to be noticed on a job printed in one color on an 11 by 17 inch sheet, or in two colors that are not in close register, but enough to spoil a job with hair-line register. Such a sheet will expand as much as one-sixteenth of an inch under extreme conditions, and frequently half that much under seemingly ordinary ones.

Now, if the stock is cut all one way it is possible to shift the form to make register, but when one part of the stock has expanded the 17-inch way and the other the 11-inch way, because they were cut three out of 17 by 28 stock to use up a lot of stock that could be bought a few cents cheaper, trouble for the pressman is in sight.

This may seem a small matter, but we have seen it cost many dollars more than the saving on stock, besides demoralizing the pressroom, as such things are sure to do.

Make it a rule to cut all stock for colorwork so that the grain runs the long way of the sheet, especially when it is a job run two or more up. It is a simple remedy in advance for the trouble that has made many a pressman weary. And bear in mind that the only way you can be sure of the paper running all the same is to cut it out of the same mill-run and to specify to the paper-house that the grain must be right, for the mill is sometimes guilty of cutting both ways to secure the maximum output from the machine.

The Obvious in Efficiency.

Many printers, especially those running what might be called medium-sized shops, lose a considerable amount of actual efficiency in waiting for some special method or elaborate rules and forms that they fondly hope the national or the local organization is going to bring out in the near future, when they might add to their output and profit by doing the obvious thing and making the best of the conditions as they find them.

For instance, one such was anxiously waiting until a committee should report on the advisability of doubling up on certain work while he was running it single on a small jobber and could easily have run four up on his larger press by doing three hours' composition. The job was costing 65 cents a thousand for 30,000, and could have been run for 35 cents by using 10 cents' worth of extra paper for each thousand, which would have left him 15 cents a thousand extra profit and a few cents for the extra waste paper.

In nearly every job-composing room in the country we find well-paid compositors wasting 65 to 75 cents a day hunting and picking sorts, and next day, or next week, picking the same sorts, when the money wasted on the first offense would have bought enough type to make the second unnecessary.

The pressroom is often the most efficient department of the average job-printing plant, but the reports of the various shops that form the basis for the United Typothetæ of America cost report show that the loss of time is fully thirty per cent of the possibility. Why? Because of failure to see the obvious in many cases and keep the size of the plant in close relation to the size of the business by providing facilities for handling the normal amount of work in ordinary time and working overtime during the rush seasons to make up for the lost time in the dull ones; also, in lack of standardization of work and stock so as to allow for doubling up and quick handling.

Many printers are adding fast-running presses of various kinds to their equipment without considering that one fast

press, which replaces two to four small jobbers, will turn out the work so rapidly that unless special care is given to laying out the work for it there will be such an excess of small waits that the total results will fail of being profitable. The press that runs 3,000 an hour loses three times as much when it is standing as the press that does only a thousand, and the same applies to short stoppages—the slow press loses eighteen impressions for each minute it is stopped during the run, while the fast one loses fifty impressions a minute.

You will not have to wait for an expert to show you where to start in to increase the efficiency in your plant if you will just keep your eyes open to see and your thinker working to prevent the little waits and wastes that are accumulating into big losses and eating the life out of the profits.

At the present time the shortage of skilled labor makes this more important. Machinery must be made to take the place of the missing labor and each addition of machinery adds to the fixed expenses, and also to the possibilities for miscalculation. Men can be shifted from one job to another to keep things moving and save time that would otherwise be wasted, but a machine is generally constructed for one class of service and is not available for any other. This requires a higher intelligence from foremen, and more care in planning the work to fit the plant. The man who is always alert to do the thing that is obvious, even though it is not what the experts recommend, is the one who will make out the best in the transformation that is taking place in the trade, and the experience he will get is going to be valuable, as the old conditions will never return.

The Cost of Lock-Up.

"What does it cost to lock up ordinary forms for the job-presses?" asks one who admits that he is a beginner in cost-finding and is greatly surprised at the results of his records for stonework.

As lock-up is usually done in a medium-sized job-office, it is difficult to keep the time on individual jobs without increasing both the amount of clerical work required of the stone-man and the actual time on the individual form, therefore it is customary to bunch the time and record it as so many hours for an indicated number of forms. Then the cost clerk can average the time over the number of forms and charge to each its proportion. In this connection, it is wise to charge two units (two-tenths of an hour) as a minimum to any form, even though the actual time should be a fraction less in some cases of very small forms.

The following description of the method used in a successful shop may help our correspondent. The stone-man picks out several jobs that are wanted at once and lays them along one side of the stone; from the dead-rack he then takes chases of the right size which contain jobs of sizes similar to those he has laid out for lock-up, laying each chase on the other edge of the stone directly opposite to the job nearest the size of the one in the chase; then, as he unlocks the dead jobs, he places the chases and furniture around those to be locked up, and puts the dead matter on a galley or ties it up as is the custom of the shop; he then finishes the lock-up of each of these new forms in turn, and when he has completed the lot, he makes a record of the time on his daily time-ticket as "Lock-up of—forms," giving the number of forms. These being completed, he puts them in the live-rack or sends them to the pressroom and repeats the operation with another series.

This is an economical procedure for small commercial forms, such as cards, bill-heads, statements, etc. When there is a form requiring more than ordinary time, as eight pages of a booklet or a four-page circular, time is kept on the individual form as it will amount to enough to be easily separated and recorded. In colorwork and forms requiring accurate register, of course, the time is kept on each form.

Looking over the records for several months, which were kept in this manner, it appears that the average small form requires a fraction over ten minutes, and it has been the habit of this firm to charge two units, or twelve minutes, for all forms not having an individual cost-record. On mentioning this to another printer, he asserted that his man was getting an average of seven forms per hour, but that he thought the two-unit charge small enough as there were always a number of little things the stone-man had to do which could not get on the time-ticket.

At an average cost of \$1.50 this means 30 cents per form for the lock-up, an item which many printers fail to charge for at all, though they do not carry the stone-man's wages into the non-productive expense column. Therefore, they must over-charge those items which are reported on his time-ticket or lose that much legitimate return.

In an office where there are a large number of small forms of identical size and shape to be locked up, much better time can be made. We know of one imprint job, which required the locking up of over three hundred forms containing two imprints each, on which the time was only 28 hours, a little more than five minutes each. In this case there were duplicate forms and one man was kept busy changing them as fast as they were returned from the presses. In such a case the total time should be charged to the job and no attempt made to separate the time for one form.

It is possible that a charge of 25 cents per form as cost would be sufficient in a shop having many small forms, while the 30 cents would be less than cost in shops where there were only a few such forms a day and each had to be locked up at a different time from the others.

But rest assured that it does cost something (usually more than you have been getting) to lock up forms for the small presses, and that it is better to be on the safe side and charge a minute or two too much than to omit the charge altogether.

Proofs.

Who is responsible for errors that appear in the proofs sent the customer and which he fails to mark? Why send a proof, if the customer is not made responsible thereby?

These two questions on the same subject come from a Western printer who is evidently suffering from a customer's claim that he is not responsible for errors and merely wanted to see the proof to see how the job was going to look. We have all met specimens of this genus of printing buyer.

As a matter of fact, the printer is responsible for the correctness of the job in so far as spelling and following the language of the copy goes. That is to say, he must spell the words correctly and use the words and arrangement of sentences that the customer gives him unless he is specially instructed or given permission to change the grammatical construction of the copy. The fact that he has sent the customer a proof containing a misspelled word does not excuse him for printing that word in the wrong spelling, even though the customer fails to see it or mark it.

When a word is wrongly used, or used in such a way as to defeat the object intended by the customer, the printer is in duty bound to call his attention to the misuse of the word when sending the proof or even before setting the job. This is only a part of the service which the printer has been rendering his patrons for years, and which they have a right to expect.

Of course, every job should be carefully read before being finally proved and sent to the customer for approval, and each proof should be accompanied by a notice that the printer will not be responsible for the correction of any errors or the making of any changes that are not legibly marked or written on the proof, and that the job will not be proceeded with until the proof is marked O. K. This will not relieve the printer from responsibility for palpable errors or mistakes in spelling, but it will make the customer more careful.

THE WAR TAX RETURNS OF THE PRINTER.

BY WALDON FAWCETT.



THE morning of the present year has brought a brand-new responsibility for the average proprietor of a publishing house or commercial printery. He must bestir himself, on or before March 1, 1918, to file with the proper authorities a "return" which will serve as the basis for the collection by Uncle Sam of the first instalment of the new "war tax," namely that for the calendar year 1917. It is more of a job than many printers realize, and it is a chore that can not safely be postponed or neglected, for Congress has hung a sword, in the form of heavy penalties, over the heads of business men who fail to step up and report.

In so far as the printing-trade is concerned, the new war tax is a very democratic levy. That is to say, it will hit nearly everybody except the proprietor of the most modest print-shop. To be exact, only the printer whose profits or income were below \$2,000 last year is relieved from helping foot the war bill in this wise, and if the aforesaid printer is so unfortunate as to be unmarried he must pay, pay, pay, if his receipts exceeded his losses and expenditures by more than \$1,000.

For many a small printer, this coming to the scratch by March 1 constitutes his first experience with a direct Federal tax, war or no war. As our readers probably know, the United States has had corporation and income taxes in force for some years, but these were so gaged that they hit only the more prosperous business men. A corporation has been allowed to make a pretty fair percentage of profit on its invested capital before it had to pay any tax (and then only two per cent on net income), while unmarried individuals with a net income of less than \$3,000, and married persons whose net income did not exceed \$4,000, have never had to bother their heads over the personal income tax. And just here we rise to remark, for the benefit of those who have been sufficiently prosperous to pay a Federal tax, that all these old taxes stand just as in the past. The new "war tax" is clapped on top of the existing levies, and incidentally reaches out and takes in sundry thousands of small business men who were immune heretofore.

Granted that every member of the printing-trade is cheerfully willing to bear his share of the expense of making the world safe for democracy, there is no question but what this responsibility for making out the detailed statement required by the United States Bureau of Internal Revenue is a perplexity and a bother. That is another way of saying that the reporting is worse, for a busy man, than the paying. However, there is no help for it; Uncle Sam wants that bill of particulars, duly sworn to, and the printer who has his books in such shape that he can, without undue fuss and feathers, give all the information demanded by Uncle Sam can figure that he has right here and now a reward for his systematic propensities.

At best, however, the War Revenue Act, under which the new war taxes are levied, is a complex and complicated piece of legislation. Some of the clauses are susceptible of various shades of meaning, according to the lights of the person reading them. In order that the every-day business man might not be too confused when it came time to transcribe his business history for the year 1917, the Secretary of the Treasury has, for some weeks past, had hard at work in an advisory capacity a group of live-wire business men whose task has been to interpret the involved phrases of the new law. The printing industry may be said to have had representation on this board of advisers in the persons of E. T. Meredith, publisher of *Successful Farming*, and T. W. McCullough, of the Omaha (Neb.) *Bee*. There remain some points to be cleared up — perhaps rulings by the United States Supreme Court will be

required in a few instances — but in the main the Treasury Department's legal experts, counseled by the business volunteers just mentioned, have been enabled to figure out what Congress meant or thought it meant. To give a rapid-fire survey of the aspects of tax reporting most likely to concern printing-trade executives is the object of this article.

Probably the printer, when he takes his pen in hand, will be most concerned as to the "exemptions" which he is to be allowed — that is, the expenses and allowances which are to be deducted from the amount on which he is to pay income tax or excess profits tax. There is a wide difference in the range of items that can be "charged off" as between business income and personal income. Before the net income of a going business falls under the knife of the tax-collector there can be set aside, so to speak, everything that has been paid out in the legitimate conduct of the business. Not only rentals, cost of paper and ink and other necessities are to be subtracted, but even such expenses as the price of the dinners at which printing salesmen entertained prospects in an effort to land orders.

In the case of personal income, on the other hand, there is not allowable nearly so wide a gap between gross and net. For instance, the printer may deduct from his turnover the amount he has paid for insurance upon his stock or business property, but life-insurance premiums and fire-insurance premiums on his residence property are held to be items of personal expense and consequently can not be deducted in making up his personal net income. He can not even count out the amount paid for repairs on his dwelling-house, nor, indeed, any items of personal expense connected in any way with the support and maintenance of a family. To cite another illustration, it may be related that the printer who has a motor-truck or delivery-car is well within his rights in charging off depreciation and cost of upkeep of that vehicle before he begins to pay corporation or excess profits tax, but he has no such privilege when it comes to the touring-car that he uses for purposes of pleasure.

A point that has puzzled many small printers and publishers, judging from the letters of inquiry that have been received at Washington, is what rendering of accounts is proper in the case of a printer who rents a building for use as a combination print-shop and dwelling. Perhaps the printer has his place of business on the first floor and the family resides upstairs. The answer in such a case is that the portion of the rent properly chargeable to the rooms used for business purposes may be claimed as a deduction, whereas the rental of the living quarters may not. This same principle extends to fuel, light and other expenses connected with the occupancy of a building and, as we have seen, to insurance premiums. But to be let off on his payments for a telephone under such circumstances, the printer must be prepared to swear that the telephone is used only for business purposes.

Another responsibility that has befuddled some printers in this tax-reporting adventure is what disposition is to be made, in making up a balance-sheet for Uncle Sam, of the remuneration paid to members of the printer's family who help in press-room or composing-room. Obviously the printer deducts, in his business show-down, all payments to hired help or employees just as he subtracts his expenses for advertising, for ink, drayage and freight bills, etc., but how, he asks, is he to proceed with respect to payments made in lieu of wage to his son or daughter. The reply is, that if the son or daughter has attained his or her majority, payments for services may be claimed as a deduction, but if the helpers in the print-shop are minor children of the proprietor there will be nothing doing in the way of exemption.

This brings us to that very interesting angle of the war-tax proposition which concerns the status of a commercial printer's own remuneration. When the question first came up, the experts at the United States Treasury were inclined to say that

no deduction should be made by a proprietor for remuneration drawn from his own business. The theory was that the wages or salary drawn by a taxpayer from his own business are more in the nature of a charge out of profits than a charge against profits. In other words, this view of the situation surmised that such a deduction from business profits would merely be added to the income of the individual and that therefore the effect would be to take money out of one pocket and put it into another. Later, though, it developed that this interpretation did not cover all angles of the situation, and the Treasury made a ruling that an individual carrying on a trade or business having an invested capital may designate a reasonable amount as salary or compensation for personal service actually rendered by him in the conduct of the trade or business.

The effect of this allowance of reasonable salaries in the case of partnerships and individuals is to so arrange matters that the partnership or the one-man business shall not be at a disadvantage as compared to a corporation, which, of course, pays salaries to its executives and duly lists such payments as expenses. However, the printer who, in his bookkeeping for the benefit of Uncle Sam, enters up a wage or salary for himself must be careful not to put opposite his name an amount larger than the average remuneration of men of relatively the same experience and qualifications who are actually employed on salary.

With respect to this salary proposition, the members of a partnership in the printing-field are in the same boat as the craftsman who is playing a lone hand. In other words, the rule is that in computing net income for purposes of the excess profits tax a partnership is allowed to deduct as an expense reasonable salaries or compensation paid to the individual partners for personal services, provided — and don't overlook this, ye printery partner — the payments have been made in accordance with prior agreements and are properly recorded on the books of the partnership. For last year's showing there is to be no insistence by the Government on this "previous agreement," but printers in partnership who want such deductions to hold good for 1918 and succeeding years had better arrange to be regular in the matter of formal salary or compensation agreements at the beginning of each year. A partner in his individual capacity will not be considered engaged in trade or business with respect to his share in the profits of the partnership, and consequently is not subject to the excess profits tax thereon; but the partner or the printer operating single-handed who is liable to the excess profits tax of eight per cent must expect to settle on that score also in the case of any salary or compensation that he has drawn from the business. As our readers, of course, realize, however, the "excess profits" or "war profits" tax is not applicable to every business man or corporation by any means. There is a flat exemption of \$3,000 earnings for corporations and \$6,000 for individuals and partnerships, and, on top of that, any printing-firm to be liable for "excess" tax must have shown last year such a spurt in earnings that profits were carried to a point above, say, nine per cent of the invested capital. Any taxpayer who, under such circumstances, is content to accept, instead of a safety zone of nine per cent, a deduction of only seven per cent upon his invested capital will not be called upon to make a complete return of his pre-war capital and income.

How to make, for the purposes of the war income and excess profits taxes, inventories of supplies, raw materials, work in process of production and unsold merchandise is, for many a printer, something of a Chinese puzzle. It is a thorny subject for the retail storekeeper with a straight mercantile stock which is reasonably fresh by virtue of several turnovers each year, and obviously it is worse for the printer, some of whose paper stock may have been on hand for several years and all of which has been subject to the violent fluctuations in prices that have obtained the past year or two in the paper market

and certain other branches of the printers' supply trade. Daniel C. Roper, United States Commissioner of Internal Revenue, has ruled that inventories of stock, work in process of production, etc., may be taken either at cost or at market price, whichever is lower. However, whichever method of figuring is now adopted will probably have to be adhered to in subsequent years, even if the shoe of advantage is then on the other foot.

If the printer has a harder row to hoe than some other business men in making inventory of materials, etc., on hand, what shall be said of his responsibilities when it comes to calculating depreciation? It is well known that there are few classes of industrial property that depreciate so rapidly as do many lines of printing-office equipment. The tax law stipulates that the business man shall make "reasonable allowance" for depreciation, and then leaves him to his own devices. In administering the law the officials seem disposed not to attempt to make any hard and fast rules, but to realize that circumstances alter cases and that there must be taken into account all such factors as local conditions, the probable "life" of a piece of property under normal business conditions, etc.

The one point upon which Uncle Sam is disposed to be insistent in this connection is that any depreciation that is claimed can be shown to be due to actual exhaustion or wear and tear, arising out of the use or employment of the property in business or trade. Losses in value due to changing conditions or shifts of popular favor will not be accepted as bona-fide depreciations. For example, if a printing-firm has invested heavily in type that has become dead-wood on its hands through a sudden loss of favor in the estimation of purchasers of printing, the holder of the bag can not deftly charge up that slump to depreciation. He would, on the contrary, be allowed only such measure of credit as could be attributed to twelve months' wear on the type, or, in other words, the physical loss sustained. Similarly, if a press or other piece of printing machinery has become obsolete or lost heavily in value during the year 1917 owing to the appearance on the market of a new invention or an improved machine, the resultant loss to the owner may not be defined as depreciation.

Nevertheless, the printer who, in order to keep right up to date, is progressive enough to scrap some of his equipment before it has actually outlived its usefulness can have a credit mark therefor when paying his war taxes. He is authorized to enter in his deductions that portion of the cost or value of the equipment which would be properly chargeable to the period it might have remained in usable condition. The printer who owns, instead of rents, his print-shop can figure depreciation on the basis of a life of twenty-five years for a frame building or thirty-five years for a brick building. However, if a property owner claims the full quota of depreciation he can have no deduction of the amount expended for repairs.

Bad debts and losses are to come out of business income before that income is open to levy by Uncle Sam for war purposes, but not all business men have the same idea as Uncle Sam with respect to what should be accounted losses. A bad debt must be sure enough "bad" to be so classed. That is, it must have been definitely ascertained to be worthless and uncollectable. Unless a debtor has no assets whatever, it is virtually necessary that bankruptcy shall have been declared and the receiver discharged ere the printer who has been left waiting for his money can be sure that he will not be called upon to pay taxes on the money he didn't get. Losses, to have standing in a printer's bookkeeping for taxpaying purposes, must have actually been sustained during the year for which he is reporting. That is, the loss must have resulted from a completed and closed transaction. Let us say that a printer purchased paper during the early part of 1917 when prices were considerably higher than at the close of the year, and that he has that paper on hand at the beginning of 1918.

He looks upon himself as out of pocket on this transaction, but Uncle Sam will not take that view of it. The war tax interpreters will take no chances. They figure that paper might go up again in price during the year 1918 and until the stock is actually disposed of they will not concede that the printer can say that he has actually lost or profited.

Presumably, there are mighty few printers who in this age of business do not keep books in a more or less systematic way. However, if there are any such who are liable to the war tax it is up to them to report income for tax purposes on an actual receipt basis. If a printer has a continuing contract — say for the publication of a periodical of some kind — which was not completed during the year 1917, and upon which he is unable to determine the amount of gain or profit until the job is finished, he need not include in his present tax return the advance payments he received in 1917, but can hold over this item until a year hence when it would be incorporated in the return for 1918. Generally speaking, a printer can count upon receiving credit, in the form of exemption from taxation, for every business expense, but it must be reiterated in conclusion that there is such a thing as overdoing the thing. The printer who has his home in a suburb so that he can not walk to his place of business, and who is obliged to purchase a noon lunch in the city instead of returning to his own fireside, can not enter carfare and lunch items under business expense, and yet a printing salesman working on commission can deduct from his taxable total every item for transportation, hotel bills, etc., incident to the securing of business.

HOW TO KEEP IN TOUCH.

By H. Addington Bruce, in the *Chicago Daily News*.

You are anxious to get on in your chosen calling. You long for promotion. Perhaps, having lagged for some time, you are beginning to feel discouraged.

But are you doing all that you can to deserve success?

Are you, for one thing, making it a point to read and study some authoritative journal of the profession, business or trade in which you are working?

All truly alert business men read trade journals as a matter of real necessity. They feel that it is impossible for them to continue progressing unless they keep abreast of the latest developments in their particular line of business as recorded in the journals they read.

You, let us suppose, are an electrician — a young, ambitious electrician.

Well, there are trade journals specially addressed to you. They are published in your interest, published for the express purpose of helping you to become skilful at your trade.

Do you read any of these journals?

Do you even know their names?

If you are a plumber, there are other journals of particular value to you as a plumber. Likewise if you are a hotel clerk, a bank clerk, a salesman, a hardware merchant, a dealer in china, a cigarmaker, or whatever else you may be.

For every vocation there are trade journals — some of them, of course, much better than others. And he is indeed a wise young man who early becomes a subscriber and constant reader of a good journal dealing with his trade.

He will learn from it how other men in the trade have won success. Almost every week he will glean from it something of direct helpfulness in winning success himself.

One week he will be specially enlightened by a leading editorial. Another week he will profit most of all from a seemingly insignificant item of three or four lines, of peculiar interest to him because it chances to touch on a problem with which he is for the moment much concerned.

Or, tucked away in some letter in the trade journal's correspondence columns, he may come across an idea opening up

to him new vistas of thought, perhaps a new avenue of opportunity.

Knowing these facts, I would say to any young man: Read the newspapers. Read general magazines. Read good books. All of these are broadening and strengthening to the mind.

But in addition, read at least one good journal specially intended for men in your trade.

If leaders in the business world feel that they can not afford to miss the reading of trade journals, can you afford it?



Moonlight from Rosario Beach, Deception Pass, San Juan Islands.

Photograph by J. A. McCormick, Friday Harbor, Washington.

WANTED — ALL THE HOUSE-ORGANS.

There are perhaps 1,000 periodicals issued in the United States of which no list can be found in any of the regular newspaper directories. These are the house-organs, issued by business concerns for their employees and customers. The Trade and Technical Press Section of the Food Administration has a list of nearly 800, to which the *Weekly Bulletin* regularly goes, and is constantly adding others as names and addresses are secured. These house-organs are among the best mediums for food-saving information to the public, and it is desired to have as complete a list of them as possible. Business concerns publishing house-organs, not already receiving the *Weekly Bulletin*, are requested to send in names and addresses to the Trade and Technical Press Section, Food Administration, Washington, D. C.



The assistance of pressmen is desired in the solution of the problems of the pressroom in an endeavor to reduce the various processes to an exact science.

Rules Slur in a Blank Form.

A Cincinnati pressman submits a blank form having vertical rules extending from the heading. These rules appeared to slur, but the adjacent type did not show any signs of slurring. He writes as follows: "I am a continuous reader of THE INLAND PRINTER and would like to have your advice concerning the blurring of the rules on the printing submitted herewith. Have had several jobs similar to this (all run on a — press), and have tried different ways of stopping the blur, but have not been successful, so decided to write to THE INLAND PRINTER for information."

Answer.— The slurring of the rules is doubtless due to the air imprisoned beneath the sheet, or to a "bagginess" of the tympan. We would suggest that you use only about four sheets of manila with a sheet of pressboard, and have the top sheet drawn tight so that it is not "baggy." The clamps should press the sheet without making it bulge when they close down on the platen.

Red Plate Filled Up Frequently.

A Southern printer submits several specimens of three-color work printed on enameled stock. The yellow plate appears to be unusually heavy, making it necessary to carry quite a lot of color. It also appears to have an unusual quantity of ink, which may, in a measure, account for the trouble described in the following letter: "I am enclosing samples, printed in three colors, from process plates, which gave me considerable annoyance, causing me to wash out the red plate about every fifty impressions. The yellow has been drying three days. The red plate, when worked alone, seems to be O. K. — the specimen marked No. 1 is the hundredth sheet — but when applied to the yellow it fills up after about fifty impressions. Is this caused by the plates, stock or ink?"

Answer.— We are of the opinion that the filling up of the red plate is due to the yellow ink, not to either the plates or paper. Possibly you carried too much ink with an insufficient make-ready. Make the yellow plates ready in black ink, using a mechanical overlay in preference to one that is hand-cut. The yellow ink should have dried a trifle harder, but not necessarily bone dry. We are also of the opinion that too much ink was carried, and that it was picked up by the red plates because it was not dry enough. The remedy is obvious.

Powdered Mica Eliminates Electricity from Paper.

Edward S. Barber, editor of the Shoshone (Idaho) *Journal*, writes: "I notice by THE INLAND PRINTER that printers are having trouble with static electricity and I have made a discovery that, while it does not entirely eliminate it, relieves the situation enough to more than justify. I have for many years used talcum powder on the tympan to dry up the ink when an impression has been accidentally made on it. Last winter it occurred to me that as my car used mica to insulate the spark plugs, and the auto-supply stores carried pulverized mica as a powder to dust the inner tubes to make them slip, the same mica powder sifted on the tympan might act as an insulator

and overcome the static electricity. I bought a can of it and it has proved so valuable that we use it all the time. We have a hand-fed folding-machine where static electricity gives us the most trouble. I just stop every few minutes and sprinkle the tables and tapes, and all parts of the machine where there is friction with the paper, and the trouble disappears. In the dry climate of our mountains here, static electricity is worse than in a more moist climate, but this mica powder is surely a source of great relief from it."

To Secure Register on Cardboard.

Several interesting letters have been received regarding register on cardboard, in response to two notes (Nos. 1888 and 1896) which appeared in our November issue.

F. C. B. writes: "In the November issue there was a note (No. 1888) regarding trouble with register on cardboard. In going over the precautions taken to avoid any trouble in register, I observe that he makes no mention of the relative position of the side or end guide on the sheet at each printing. If the sheet is not square, the register would be out sidewise of the sheet if the guide were placed either lower or higher on the second printing. The drop-guides may also be at such an angle as to 'kick' the sheet back when rising if it is allowed to form too great an arc in lifting. This can be tested by placing a sheet to the guides and lifting them by hand to note the action they may have in rising. One other thing which might disturb a sheet, or 'kick' it back, is setting the sheet too far ahead or over the edge of cylinder. I believe a sheet of cardboard would register much better if set flush with the edge. The suggestion offered in your columns — that is, using a piece of muslin for holding the sheet in position while being taken by the grippers — is a good one."

Thomas F. Whitehead, of Chicago, writes as follows: "Your article, No. 1888, in pressroom section of the November issue, attracted my attention, and it seems as though you have overlooked a point which makes a vast difference on register work, especially cardboard. I have had considerable experience on this class of work and have found that on paper or cardboard about 20 by 30 inches in size, the sheets shrink and stretch as the degrees of humidity in the air change. I would advise keeping a room in which this class of work is handled at about the same degree of humidity as that in steam-heated buildings in fall and winter. By hanging open water-cans over radiators the evaporation of the water will keep the humidity at about the same degree as long as heat is sent through the radiators. If the stock on the job is piled it should be turned over and used on successive colors in the same order as on the first run. Do not allow some of the sheets to dry near a radiator, or other heat conveyor, and the rest near an open window or a door that is frequently opened or there surely will be trouble with the register. It seems as though this pressman gave all his attention to machine adjustment and none to the stock, which is just as important as the setting of his cylinder bands, which may have been dragging or set too loose.

"The writer has also found that the varying degrees of temperature — or, to be more explicit, the varying degrees of humidity — have the same effect on rollers as on paper. If the humidity of a room is kept uniform the rollers and paper will not vary even though the temperature changes 30°. It is not the varying degrees of heat or cold that cause trouble with register, but the amount of moisture in the air. All old pressmen know that in summer a roller may melt one day with the temperature at 88° F., and the next day rollers made under the same conditions, and at the same time, will not melt with the thermometer at 100° F. Therefore, in order to secure ideal printing conditions in the pressroom, provision should be made to keep, as near as possible, the same amount of moisture in the air at all times."

"Rolling Stone" writes: "In your November issue I notice query No. 1896, in which the writer expresses the belief that irregular speed is not the fault of the press, or the cause of imperfect register. Let me say that I know the writer very well, though I have not seen him for ten years, and know that he is a good pressman. However, I will take issue with him on the above subject. The press, as a whole, may not be directly at fault, and a sheet may be fed to the guides and still be out of register when the speed is changed on the second color. I am in a good position to know as I handle a sheet four times before it is completed, hair-line register, and the power is furnished in the building and is very irregular. It is possible to get perfect register at various speeds on a top sheet when testing bed and cylinder for register, but it is impossible to get a hair-line register on a sheet fed to the guides at different speeds. To prove this, take three sheets and feed each from a dead stop; then take the same sheets, speed press up to 1,500 an hour, run them through, and notice the change."

"In a recent issue Mr. Vandercook gave a very good explanation of the cause of imperfect register with change of speed. I find, and have always held, that his theory is correct — that the trouble is to be found in the gripper motion. The motion, as we all know, is of cam action and spring tension, the gripper being opened by the action of the cam and closed by the cam and tension on a spring or two. Right here is where the trouble begins. There is a slight loss of motion on high center, which plays an important part in the closing of the grippers on the sheet — a fraction of a second means a great deal when the sheet is traveling about 300 feet a minute. The fault is in the closing stroke of the grippers and may be improved by a little more tension on the spring, or springs, as the case may be. This does not entirely correct the fault. I have taken pains to notice the change this makes in register. It will be noticed more on a jump of speed from 900 to 1,200 than from 1,200 to 1,500. Bearing in mind that a change of speed will affect register, that a press must be set for register before starting, and that a good, even temperature is necessary in the pressroom, the finished sheet should be all right."

"I do not want to be misunderstood in the above. One may run a color sheet on the first form at 1,000 impressions an hour and change to 1,200 an hour on the second form and get good results, provided the speed is uniform in each case; that is, the speed on the first form must be 1,000 an hour all through the run, and if the second form is to be rushed through a higher speed can be used, but it must not be changed during the run."

"For good register, the press, as a whole, must be given very close attention — register between bed and cylinder; grippers; sheet-bands; timing of the guides; drop-fingers; the feed-board and strippers (or guide-tongues); position of sheet on the cylinder edge (it should not hang over too far); also, a good, hard, smooth packing should be used, and the position of the guide should be the same on every form, then if the sheet is out of square it will give little or no trouble. Care should be taken to set the air chambers as near right as possible, as too

much air will cause the bed to slack on either end, and too great a slack on the center at the front is one cause of imperfect register. A good authority on setting presses for register can be had of THE INLAND PRINTER in the 'American Manual of Presswork.' "

Tapes Mark the Paper.

A publisher in the State of Washington sends a copy of his paper, on which he has marked places where the folder tapes mark the sheet. His inquiry is directed toward correcting the trouble.

Answer.— We would suggest that you wash the tapes in gasoline while they are on the machine. This can be done by holding a cloth saturated with gasoline against both sides of the tape. It should be done just after machine has been used. After several hours, start the folder and hold a piece of block magnesia against the tapes so as to have the surface cleaned. The magnesia tends to stop the taking up of ink by the tape. You can secure the block magnesia from a druggist. If you are unable to secure the block, use powdered magnesia.

Slipping of Bearers Preventable.

A pressman writes: "Is it permissible to put powdered chalk or magnesia on the bearers of a cylinder press to keep them from slipping? The bearers are iron."

Answer.— Keep the bearers of both the cylinder and the bed clean and free from oil. If there is the proper pressure of the cylinder bearers on those of the bed, there should be sufficient friction to prevent slipping without the use of the materials named.

COMPETITION — THE DEATH OR THE LIFE OF TRADE.

The printer who cuts his regular price to get a job is injuring not only his own business but the printing industry in general. The printer who gives the customer the kind of work he wants and gets the right price for it is establishing his own business and improving the standing of the entire trade.

Cut-throat competition results in one of two things: Either the quality of work is lowered to meet the price or the printer loses his just profit. In the first case, the individual shop and the local printing industry are condemned by the customer. In the second, both shop and industry are again injured because the strength of a single shop can not be impaired without affecting the local industry as a whole.

Legitimate competition means that every job is taken on a basis that will allow the printer to deliver what the customer expects and get a price that will pay a fair profit. It makes the individual shop prosper and helps to give the entire industry a standing which eliminates the necessity of price-cutting.

A thorough knowledge of costs, plus acquaintanceship with one's competitors, is the best antidote for chronic price-cutting. To really know what must be paid out to produce a certain job deters one from selling that job at a confiscatory figure. And to think of one's competitors as so many men like oneself, instead of as so many impersonal concerns, is to adopt a policy of live and let live which is the only basis for doing business profitably.

Active participation in the Cleveland Ben Franklin Club (we would add in any employing-printers' organization) is a liberal education in cost accounting, and is the best way to meet your competitors man to man and find out what regular fellows they are.—"*Ben Franklin News*," organ of the Cleveland Ben Franklin Club.

Sometimes large metal types are placed in the boxes in the case with the face exposed. This is a dangerous practice, as a careless compositor is likely to drop large quads or other letters on them and spoil the faces, making them unfit for further use.

Help Win the War!

Hoover's campaign for conservation must not end at the kitchen. Carry it into the shop.

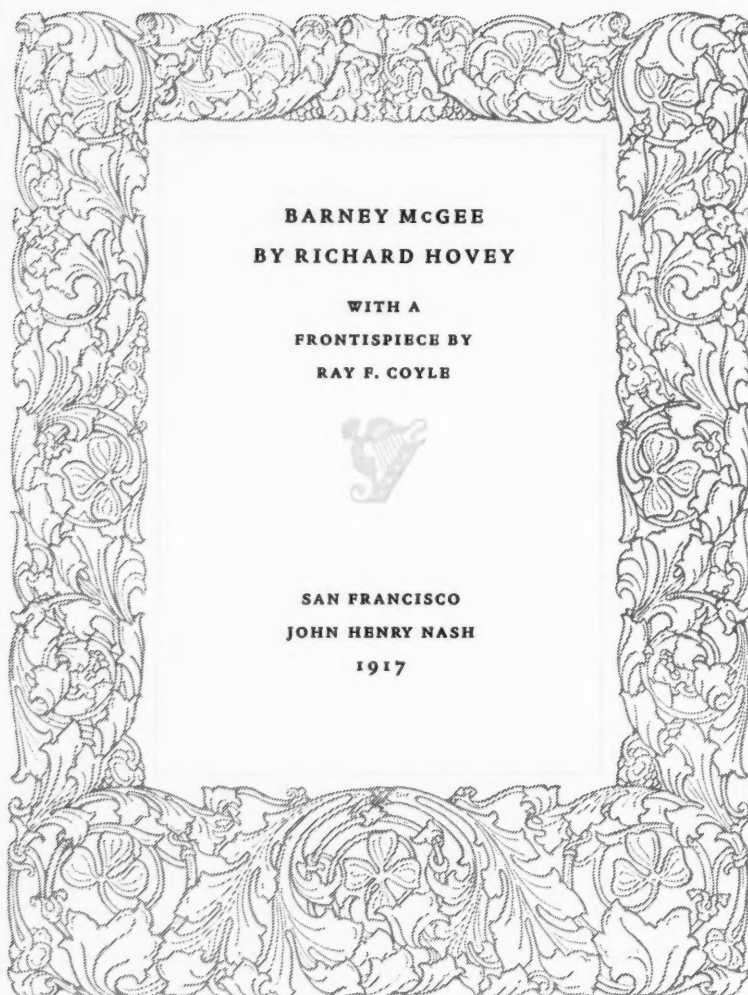
Wide trimmings of book and bond papers make excellent envelope inserts and pads and order blanks. Save them and *use* them.

And remember! Scrap is raw material for the paper mills, *and it's raw material that costs.*

Your baling press and waste paper sacks have a definite patriotic function to perform.



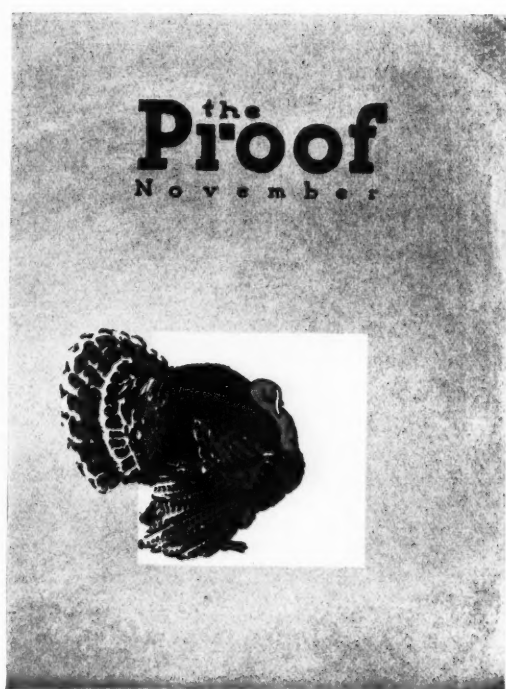
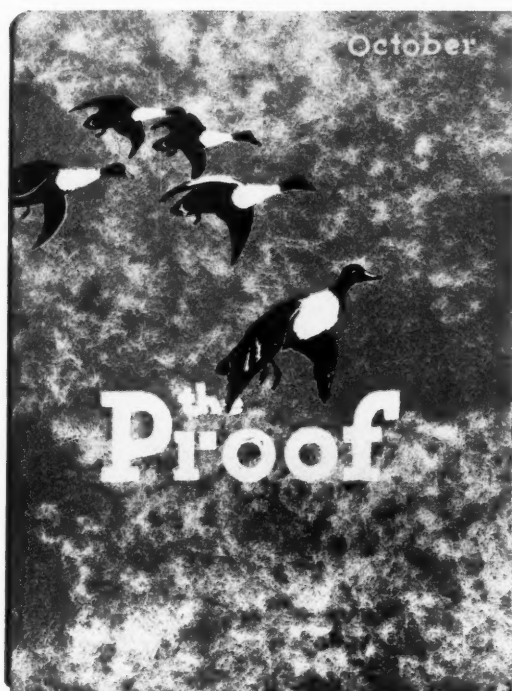
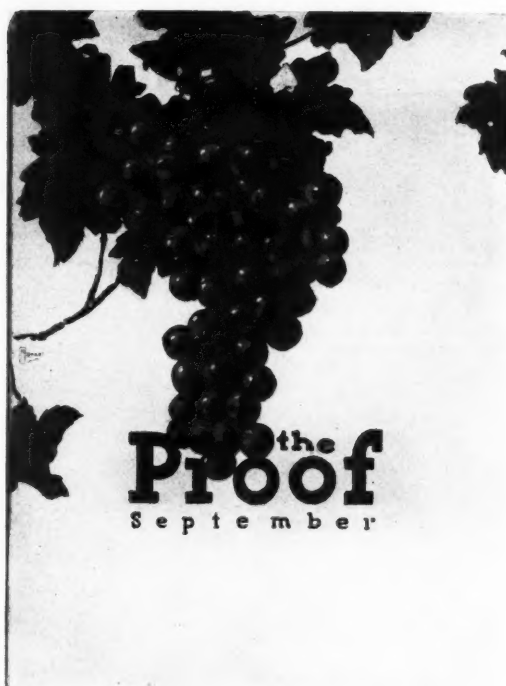
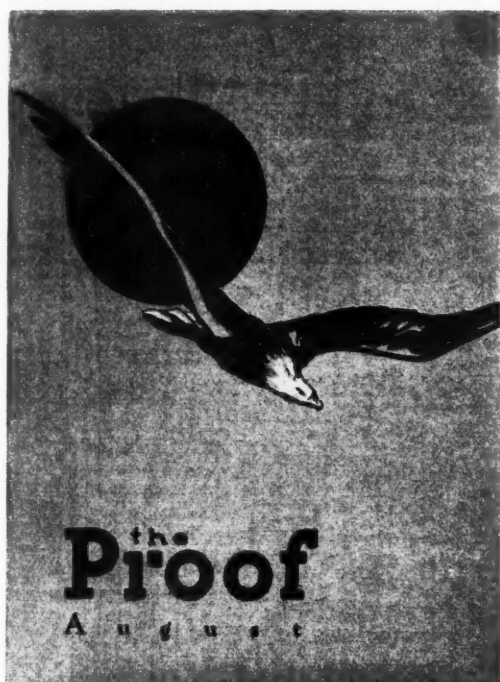
Patriotic display page of particular interest to printers, from "Paragraphs," house-organ of The Whitaker Paper Company, Cincinnati, Ohio.



BARNEY MCGEE

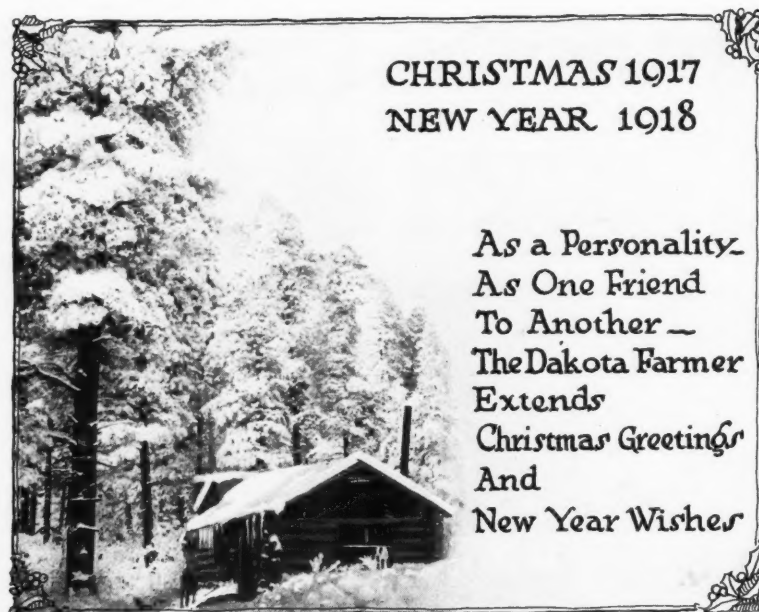


AT Christmas time, John Henry Nash, San Francisco, California, sent his friends copies of a "limited edition" of "Barney McGee," which he reprinted by permission of Small, Maynard & Company, publishers, and owners of the copyrights. Pages were $9\frac{1}{2}$ by 12 inches, hand-made paper being used throughout. In the original of the title-page, shown above, the rules were in gold, the decorative border in light green, the harp in red and the type in black. The book was bound in boards, covered with gray hand-made paper on the sides and with India Japan at the hinge. The gray of the cover was of a green hue, and the title was printed in light green.



HOUSE-ORGAN COVER DESIGNS

Four striking covers from the house publication of the Sunset Publishing House, San Francisco, California. Originals in appropriate and striking colors.



CHRISTMAS 1917
NEW YEAR 1918

As a Personality
As One Friend
To Another —
The Dakota Farmer
Extends
Christmas Greetings
And
New Year Wishes

OUT OF THE ORDINARY

The Dakota Farmer, appropriate to the season and to the character of its business, used a photograph of a farm house surrounded by snow-laden trees as the basis for its Christmas-greeting card. The result speaks for itself.

JOB COMPOSITION

BY J. L. FRAZIER.

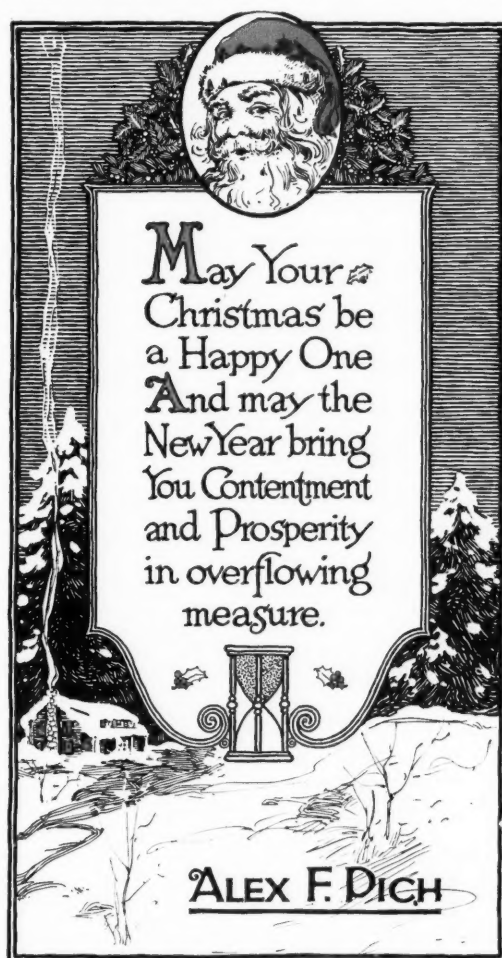
In this department the problems of job composition will be discussed, and illustrated with numerous examples. These discussions and examples will be specialized and treated as exhaustively as possible, the examples being criticized on fundamental principles — the basis of all art expression. By this method the printer will develop his taste and skill, not on mere dogmatic assertion, but on recognized and clearly defined laws.

Greeting-Cards Received.

THE INLAND PRINTER gratefully acknowledges receipt of holiday greeting-cards from the following: Page Printing & Binding Company, Sherbrooke, Que.; Mr. and Mrs. Howard D. Mosher, De Kalb, Ill.; The Keim Print Shop, Meadville, Pa.; *Weekly Advertiser*, Royersford, Pa.; The Alling & Cory Company, Pittsburgh, Pa.; The Herbert C. May Company, Houston, Tex.; Elmer Deputy, Camden, N. J.; Monroe Printing Company, Huntsville, Ala.; Calvin Martin, Peabody, Mass.; Sunset Publishing House, San Francisco, Cal.; Jersey City Printing Company, Jersey City, N. J.; Everett R. Currier, New York city; Robert W. Leigh, Milwaukee, Wis.; Harry Albert Mansfield, 319 Columbus avenue, Boston, Mass.; William J. Wayland, Lynchburg, Va.; The Observer Publishing Company, Dover, Me.; Van Pavay, New York city; Mr. and Mrs. Daniel Boyle, Chicago, Ill.; Louis Flader, Chicago, Ill.; Mitchell & Vandersluis, Thief River Falls, Minn.; Mr. and Mrs. B. W. Radcliffe, Macon, Ga.; Worcester Boys' Trade School, Printing Department, Worcester, Mass.; Mr. and Mrs. Irvin A. Medlar and daughter, Omaha, Neb.; Oliver Wroughton, Kansas City, Mo.; Mr. and Mrs. R. T. Porte, Salt Lake City, Utah; Jay Ahl, New York city; John A. Sleicher, New York city; Frank L. Stebbins, Fresno, Cal.; The Stone Printing & Manufacturing Co., Roanoke, Va.; H. C. Lippincott, Cleveland, Ohio; A. H. McQuilkin, New York city; Gilbert P. Farrar, New York city; Charles Edgar, New York city; *The Western Star*, Curling, Newfoundland; Hico Printing Company, Hico, Tex.;

E. M. Keating, Chicago, Ill.; Edward P. Mickel, Nashville, Tenn.; Carl S. Junge, Chicago, Ill.; Andrew Alexander Hamilton, Kansas City, Mo.; Kuhl & Bent Company, Chicago, Ill.; O. E. Booth, Cherokee, Ia.; Charles S. Newman, Rochester, N. Y.; Harry G. Kriegel, New York city; Mr. and Mrs.

F. Wm. E. Cullingford, Charlotte, N. C.; Clark & Fritts, New York city; *The Dakota Farmer*, Aberdeen, S. D.; F. H. Lounsbury & Co., Duluth, Minn.; The Seybold Machine Company, Dayton, Ohio; Lead Mould Electrotype Foundry, New York city; Otto H. Wisotske, Cleveland, Ohio; The Newman family, Rochester, N. Y.; Aime H. Cote, Springfield, Mass.; R. C. Stuart, Ithaca, N. Y.; Bertsch & Cooper, Chicago, Ill.; Thomas J. Erwin, Chicago, Ill.; American Type Founders Company, Kansas City, Mo.; *Brooklyn Daily Eagle*, Job Printing Department, Brooklyn, N. Y.; Bert Belyea, Boston, Mass.; J. M. Bundscho, Inc., Chicago, Ill.; Robert F. Saladé, Philadelphia, Pa.; Walter J. Ellis, Chicago, Ill.; The Pauls, Winona, Minn.; Mr. and Mrs. William Pfaff, New Orleans, La.; E. A. Atherton, Madison, Wis.; Gatchel & Manning, Philadelphia, Pa.; J. A. Hall, Chicago, Ill.; Franklin Photo-Engraving House, Philadelphia, Pa.; Duplex Printing Press Company, Battle Creek, Mich.; Asbestos Protected Metal Company, Pittsburgh, Pa.; Stanley Smolka, Jersey City, N. J.; Mr. and Mrs. Fred W. Gage, Battle Creek, Mich.; The Globe Engraving & Electrotype Company, Chicago, Ill.; Daniel Baker, Philadelphia, Pa.; Ernst B. Fiedler, Raspeburg, Md.; Gazette Printing Company, Montreal,



Mr. Pich is a Chicago commercial artist, and the original of his card, herewith reproduced, was printed in green, red and gold. The bulk of the design was in green; Santa's cap, the holly berries and the lights in the windows in red, and the insides of the initial letters in gold. We consider it a decidedly clever design.



PLEASE ACCEPT MY BEST
WISHES FOR A HAPPY AND
PROSPEROUS NEW YEAR

Harvey Hopkins Dunn

PHILADELPHIA
DECEMBER - MCMXVII

A dignified greeting-card illustrating the idea of personally signing the sentiment.
By Harvey Hopkins Dunn, a Philadelphia artist.

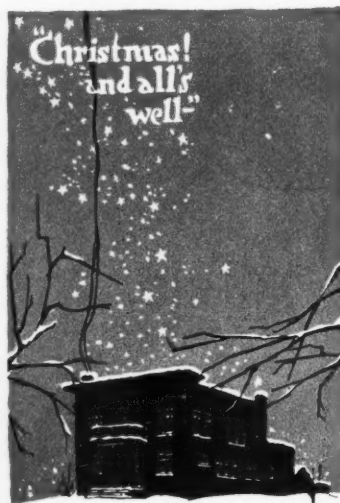


*May It Ring Again
e'er the dawn of another New Year
is our prayer and greeting to you
at this Yuletide, our good
American friend*

*Mr. & Mrs. B. W. Radcliffe
Nineteen Seventeen*

A greeting-card with an appropriate patriotic flavor. By B. W. Radcliffe, Macon, Georgia, whose typography is always correct and pleasing.

Que.; D. Buckley, San Francisco, Cal.; T. E. Abbott, Riverside, Cal.; Arthur C. Gruver, Pittsburgh, Pa.; Mr. and Mrs. H. W. Leggett, Ottawa, Ont.; H. Emmet Green, Eldorado, Kans.; Southworth Printing Company, Portland, Me.; Milwaukee - Western Fuel Company, Milwaukee, Wis.; William Edwin Rudge, New York city; Acme Printing Company, Louisville, Ky.; Biggers, Houston, Tex.; Ashton G. Stevenson, Chicago, Ill.; E. C. Andrews, Chicago, Ill.; Edwards & Deutsch Lithographing Company, Chicago, Ill.; Coquemer, Paris, France; A. J. Wingenroth, Greensburg, Ind.; Frank A. Kidd, Washington, D. C.; Mr. and Mrs. Henry S. Cobb (postmark illegible); School for Apprentices, Lakeside Press, Chicago, Ill.; H. G. McCrea, *The Herald*, Hanna, Alberta; Art Engraving & Color-type Company, Cleveland, Ohio; *Evening Bulletin*, Wayne, Pa.; Stoll Printing House, Detroit, Mich.; Colonial Printing Company, Mansfield, Ohio; H. S. Smith, Colorado Springs, Colo.; Baumgardt Publishing Company, Los Angeles, Cal.; J. C. Blair Company, Huntingdon, Pa.; P. S. Foster, Elmer, N. J.; Charles S. Peabody, Ottawa, Ont.; The Ludtke Printing Works, Markeson, Wis.; J. P. Gomes,



OSCAR F JACKSON'S
Printing Art Service
200 North Cedar Street
LANSING, MICHIGAN

The printer's building as the basis of his holiday greeting. The sky was in a rich blue; the building, trees and lettering at the bottom in black; the lights in the building in yellow-orange; the stars and the lettering at the top showing in white, the color of the stock.

Jr., Honolulu, Hawaii; Maruzen Company, Tokio, Japan; Albert Scheible, Chicago, Ill.; Harvey Hopkins Dunn, Philadelphia, Pa.; The Blackwell Printing Company, Blackwell, Okla.; W. R. Colton, Columbus, Ohio; Troy Times Art Press, Troy, N. Y.; John C. Lewis, Natchitoches, La.; Walter Wallick, Champaign, Ill.; John S. Farr (postmark illegible), Pa.; The Leon H. Roberts Company, Toledo, Ohio; Fred Herzberg, St. Louis, Mo.; Ralph W. Polk, St. Joseph, Mo.; The Holmes Press, Philadelphia, Pa.; George O. McCarthy, Gordon, Neb.; C. W. Smith, Philadelphia, Pa.; Gustave E. Hult, New York city; Express Printing Company, Connersville, Ind.; J. H. Birch, Jr., Burlington, N. J.; Mr. and Mrs. Claud Peters, Dallas, Tex.; Frank Lavon Boyles, Gordon, Neb.; *The Gordon Journal*, Gordon, Neb.; Western States Envelope Company, Milwaukee, Wis.; *The Minden Courier*, Minden, Neb.; The Morris Reiss Press, New York city; The Chestnut Street Engraving Company, Philadelphia, Pa.; L. A. Simons, Kansas City, Mo.; Huron Printing Company, Alpena, Mich.; A. M. Collins Manufacturing Company, Philadelphia, Pa.; Switzer Printing Company, Webb City, Mo.;



**Kathleen and
Thomas Erwin
wish you a
Merry Xmas
and a Happy
New Year**

An adaptation of the modern art idea in the design of a greeting-card. Mr. Erwin is an artist identified with the Bertsch & Cooper organization, Chicago.



Riding at anchor in a snug harbor
This Christmas Day:
May your ship put forth on Time's
flood-tide
In the New Year;
And find each day a rolling billow
To drive it boldly o'er a prosperous sea
Of health and fortune
To another happy Christmas haven

EVERETT R. CURRIER

Mr. Currier, of New York city, has given his greeting-card a real old-time flavor. The harmony of illustration and type is admirable indeed.



The
Biggerses
send Greetings
& best wishes
for a very
Merry Christmas
& so forth

Houston
1917

Mr. Biggers is a printer at Houston, Texas. The card was printed in violet on heliotrope Italian hand-made stock, the effect being decidedly pleasing.

The Holyoke Vocational School, Holyoke, Mass.; A. B. Doerty, Findlay, Ohio; Ralph Schwam, Seville, Ohio; Oscar F. Jackson, Lansing, Mich.; Will Ransom, Chicago, Ill.; Charles F. Skelly, Altoona, Pa.; H. J. Van Valkenburg, Rochester, N. Y.; John T. McCaw, Columbia, S. C.; Alex. F. Pich, Chicago, Ill.; The Mortimer Company, Ottawa, Ont.; Carlton K. Smeed, Detroit, Mich.; Axel Edward Sahlin, East Aurora, N. Y.; A. B. McCallister, Los Angeles, Cal.; Mr. and Mrs. David J. Gildea, Jersey City, N. J.; Tim Thrift, Cleveland, Ohio; Department of Printing, Carnegie Institute of Technology, Pittsburgh, Pa.; Frank D. Webb, Baltimore, Md.; M. C. Modi & Co., Gaiwady, Bombay; The Clipper Belt Lacer Company, Grand Rapids, Mich.; Mr. and Mrs. Jay Glenn Holman, Champaign, Ill.; Marsh Printing Company, New Philadelphia, Ohio; Seaman Paper Company, Chicago, Ill.; Clyde Morgan, Rockford, Ill.; Louis A. Hornstein, New York city; The Esleek Manufacturing Company, Turners Falls, Mass.; The Trott Printing Company, Billings, Mont.; M. H. Hoffman, Savannah, Ga.;

*I've skimmed on Beer and Beefsteak,
On Butter, Beans and Bread,
I've cut my diet out and dined
On Something Else instead;
I've scrimped on Salt and Sugar,
On Skittles, Lights and Lard,
And now that Christmas Cheer is here
I've Hooverized this card.*



It tells you a story
M. C. and a W. N. Y.
H. J. Van Valkenburg

This line is red

A "Hooverized" greeting-card. Read it; it's clever. By H. J. Van Valkenburg, Rochester, New York. Note how the second color is avoided.



We Extend Greetings to
The Inland Printer
and our wish at this time is that your happiness may
equal the happiness that has come to us combined by
being able to serve you in the past.

1917-18

Monroe Printing Company
Huntsville, Ala.
(over)

How the whole force may extend its greetings — Rastus along with the rest. On reverse side of the card, each has signed his name. That's how we know it's Rastus, not "Rastus."

Daniels Printing Company, Boston, Mass.; Mr. and Mrs. Frank Gimbel, Cleveland, Ohio; Journalism Press, University of Kansas, Lawrence, Kans.; Mr. and Mrs. O. A. Blevins, Ossian, Ind.; Schauer Printing Studio, Santa Barbara, Cal.; The Service Printing Company, Canton, Ohio; The Smith-Grievs Typesetting Company, Kansas City, Mo.; Chamber of Commerce, Norfolk, Va.; Michael Gross, New York city; Mr. and Mrs. N. S. Amstutz, Valparaiso, Ind.; W. Dutton Stahl, Prescott, Ia.; The A. L. Scoville Press, Ogden, Utah; DuBois Press, Rochester, N. Y.; The Fred S. Lang Company, Los Angeles, Cal.; The Fuhrmans, Pittsburgh, Pa.

IT MIGHT HAVE BEEN TRUE.

"Typographical errors," said William Dean Howells, "are always amusing. When I was a boy in my father's printing-office in Martin's Ferry, I once made a good typographical error. My father had written, 'The showers last week, though copious, were not sufficient for the millmen.' I set it up 'milkmen.'"
— *Christian Register*.



Christmas Greetings

First Page of a Notable Greeting-Folder.

Of all the handsome greetings received by THE INLAND PRINTER none was more pleasing than the one sent by the Speaker-Hines Printing Company, Detroit, Michigan, of which the above is the opening page.



Best wishes for the New Year

Third Page of Speaker-Hines Greeting.

Printed on a heavy weight of rough Japan stock, white, with deckled outside edge, the effect produced by these exceptional designs was gratifying indeed. On the second page a sentiment was printed from type.



MR. & MRS.
DAVID TEROME GILDEA
AND
LITTLE DAVID
WISH YOU
A MERRY CHRISTMAS
AND
HAPPY NEW YEAR



As the snow
ball down
the hill does
rolling gather-
ing volume at
its will, may the
New Year suc-
cess & happiness
your fondest
dreams fulfill.



Christmas Greetings
1917
A Christmas Wish of
CLYDE MORGAN
And Family



From the
Card of the Golden Poppo
Mr. and Mrs. Daniel Buckley
wishes
the Greetings of the
Season

Christmas Greetings



GATCHEL & MANNING
Chicago Photo Engraving
and Stationery
Established 1867
in the City of Philadelphia, since
Sold Here and Elsewhere
Greetings
for CHRISTMAS
and NEW YEAR
1917-1918



Just an old-fashioned Christmas Greeting
from Arthur C. Gruver

CREDITS:
Left to right, top to bottom:
David J. Gildea,
Jersey City, N. J.
Lead Mould Electrotpe
Foundry, Inc., New York City
Clyde Morgan,
Rockford, Ill.
Daniel Buckley,
San Francisco, Cal.
Gatchel & Manning,
Philadelphia, Pa.
Arthur C. Gruver,
Pittsburgh, Pa.
Herbert C. May Company,
Houston, Tex.
Baumgardt Publishing Co.,
Los Angeles, Cal.
Carl S. Jung,
Chicago, Ill.
The Stoll Printing House,
Detroit, Mich.



With many thanks for favors past,
And hope for Christmas cheer,
"May" Printing sends you well,
Throughout the coming year.
Herbert C. May Company



Assuring You of
Our sincere
Appreciation of
our cordial
relations during
the past Year and
of our earnest
effort for the con-
tinuance of the
same. We wish you
a Merry Christmas
and a Happy
New Year

Baumgardt Publish-
ing Company
Printed and Mailed for Together

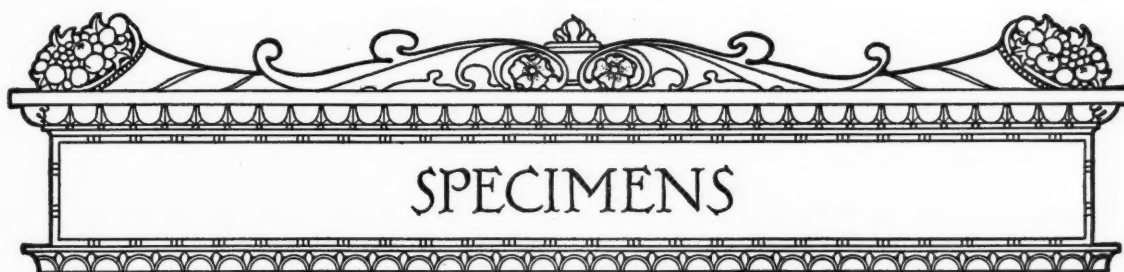


May everyone be happy
Beneath your roof today
The kind of happiness that comes
And never goes away.

Carl S. Jung
Christmas - 1917



THE
STOLL PRINTING HOUSE
WISHES YOU A MERRY CHRISTMAS &
A HAPPY NEW YEAR
1917-1918



BY J. L. FRAZIER.

Under this head will be briefly reviewed brochures, booklets and specimens of printing sent in for criticism. Literature submitted for this purpose should be marked "For Criticism" and directed to The Inland Printer Company, Chicago. Postage on packages containing specimens must not be included in package of specimens, unless letter postage is placed on the entire package. Specimens should be mailed flat, not rolled.

FROM William Eskew, Portsmouth, Ohio, we have received some excellent specimens of printing done on the orders of the Wortman Roller Company, Cincinnati, Ohio. Mr. Eskew's work shows commendable originality.

J. F. WIDMAN & SONS, McGregor, Iowa.—The tax-receipt and the assessment-roll forms are admirably set and exceptionally well printed. Such work is all too often carelessly gotten up, and an example of good work along this line is refreshing.

HARRY E. MORRISON, Ayrshire, Iowa.—The specimens of theatrical printing are of exceptional merit, and they are appropriate to the character of the business without being too loud or bizarre, as is usually the case with printing of that character.

ED KYSELA, Sapulpa, Oklahoma.—We admire your work. Good taste in the selection of type-faces and in their well balanced and orderly arrangement, with good display, makes your one-color printing so good we consider it without a superior in all the work we are privileged to see. Letter-heads are especially good.

THE LUTTERMAN PROCESS COMPANY, Cincinnati, Ohio, sends a sheet illustrating results from the offset press in multi-color. These specimens show clever manipulation of both half-tone and hand stippling at the hands of a well trained artist lithographer. The printing is excellent.

THE PRAJA BANDHU PRINTING WORKS, Ahmedabad, India, has sent us a large collection of Hindu New Year greeting-cards printed in both English and Gujarati, a native language. The specimens are especially interesting and of a very good grade of workmanship in both typography and presswork. Color selections are satisfactory.

MASSEY-HARRIS COMPANY, Toronto, Ontario.—Your new catalogue is a great improvement over the previous one, if our memory serves us right regarding the latter. Presswork is good, and typography is clean, neat and readable. The cover, in colors, is striking and should prove interesting to the class to which it is intended to appeal.

ALVIN E. MOWREY, DuBois, Pennsylvania.—The two blotters sent us some time ago are good from both the printing and advertising standpoints. On the one beginning "Have you printing trials?" the words "Printers" and "Publicists" should have been set in the bolder italic if the most pleasing artistic effect was desired.

J. H. MILKEY, of Landers, Fray & Clark, New Britain, Connecticut, sends us a menu and program cut out in the shape of a composing-stick, the title-page

being printed from a half-tone of a stick, the type set therein giving the particulars of the banquet. It is quite a novelty, and, since the banquet was one tendered advertising men, the idea is appropriate.

BOBBY NORTHROP, San Quentin, California.—Typography on the Christmas greetings is very neat, and you are to be complimented thereon. The green ink is too weak in tone and color, containing too much yellow. It should have inclined more toward blue. You will note that the red stands out much more prominently, whereas the tone of the two should balance.

Walla Walla Bulletin, Walla Walla, Washington.—The specimens are all of a good grade, sensible to a high degree and quite pleasing as well. The only fault we have to find with any of them is the use of extra-condensed type on the "Foreword" page of the high-school annual.

Such narrow letters are difficult to read in masses, especially small sizes, and should be avoided. Condensed letters can be used only for large display lines with good results.

HYDE BROTHERS, Marietta, Ohio.—Your December blotter, which serves as a greeting, too, is attractive in design and is well printed. The firm-name and address should have been set in bolder type, because, printed in red-orange, which is weaker in tone than green, in which the bulk of the design appears, it is too weak. The form letter, "It's a long leap from the old-time print-shop to the modern one," etc., is well written and nicely printed.

W. E. HORTON & Co., Johannesburg, South Africa.—The Overland insert, designed and printed by you for *The Farmer's Weekly*, is quite striking. The wide border in red, "bled," compels attention. Typography is of a good grade, display is effective and presswork is satisfactory, although slightly more black ink should have been carried. The solids of the illustrations appear gray and the type is not as black as it should be for the sake of best appearance and to make reading easy.

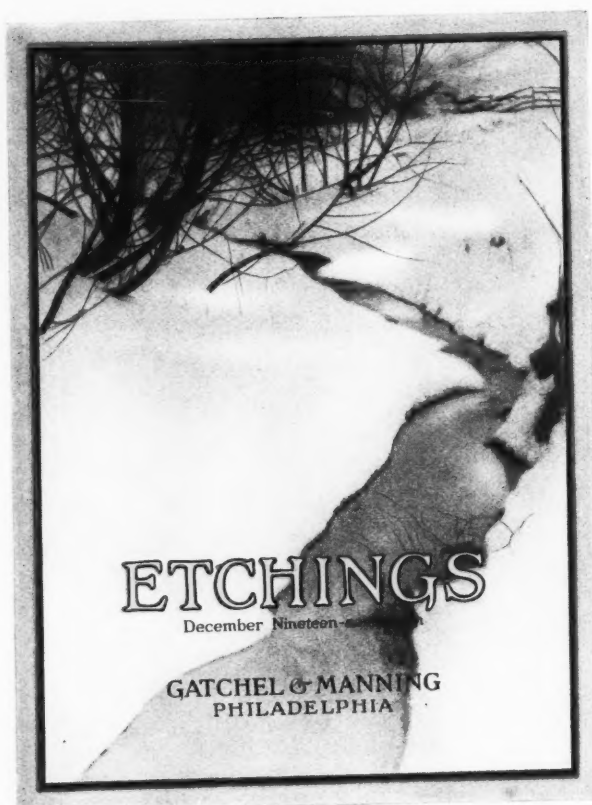
JOHN C. CATHCART, Columbia, South Carolina.—The specimens you have sent us are very good examples of every-day, ordinary work. You have handled them simply, as such work should be handled, and, although we can not say a great deal in their favor, we can say nothing against them. Purpose must always be taken into consideration. Much as we admire exceptionally fine work, we realize that price must always govern the character of the product. Avoid the use of lake reds; use reds that incline toward orange, especially with black.

WILLIAM HANSELMAN, Toledo, Ohio.—The Christmas card for the Lewis Steel Products Company is interesting in arrangement. The green is a little weak in tone as compared to the red. It should have been made stronger, or the red weakened, so that a balance of tone would have been obtained. Inasmuch as the heading and the matter following form continuous reading they should be closer together, which means that the small group should be raised. Ink seems to have been too soft; a slur is evident.

LAWRENCE A. WESTON, Detroit, Minnesota.—The greeting-card embellished by the stars and stripes is well designed and printed. The flag is not in good balance from side to side. We refer you to the "Job Composition" department of THE INLAND PRINTER for January for information on the correct balancing of irregular and unsymmetrical forms such as the flag usually is. We note, too, that the stars in the flag do not show, presumably



Novel hand-lettered greeting by Will Ransom, commercial artist, Chicago, Illinois, whose clever work has often embellished the pages of THE INLAND PRINTER.



Photography in Cover-Design.

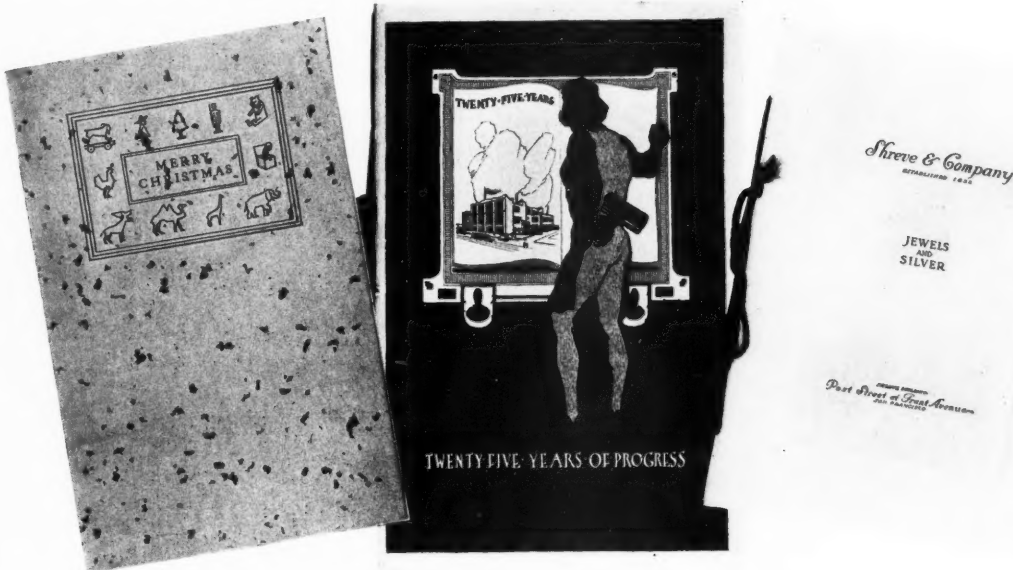
Seasonable and effective cover from December issue of *Etchings*, house-organ of Gatchel & Manning, photoengravers, Philadelphia, Pennsylvania, demonstrating possibilities of this character of illustration when intelligent care is given selection of subject, position of lettering, making of plates and, finally, printing.

because the cut is an old one, pretty well worn down. It should be discarded.

J. ORVILLE WOOD, Cleveland, Ohio.—We admire the November issue of *The Taller*. The cover is unique and striking. Make-up and typography of text pages are good and we like the use of one style of type in the advertisements, which are well displayed, composed and designed.

As a Christmas greeting to his friends, William Edwin Rudge, who is forever sending out printed things which for downright quality and beauty can not be surpassed, took a story which appeared in *Hearst's Magazine*, entitled "Merry Christmas," and produced it in "limited edition" style. The book contains only sixteen pages, but, by printing the text on heavy-weight hand-

and still larger quarters, until today it is one of the largest plants in Chicago, occupying exclusively a large modern building, built especially for the organization. The story of the growth is interesting, and yet it is the same old story of growth—the result of service, which the writer has in some instances called "accommodation," to carry the idea not only of preparing the



Three noteworthy specimens received during the past month. Credit for their production is due, in the order of their arrangement from left to right, to William Edwin Rudge, Inc., New York city; National Printing & Publishing Company, Chicago, Ill.; and Shreve & Co., San Francisco, Cal., under which names reviews are made in this department, giving particulars of their production.

On the text pages there is hardly enough space between the boxed headings and the matter which follows, and we would prefer to see the panels continuous on these headings. It seems that the pressman should have been able to do better work with the half-tones.

W. J. STOOKEY, Vallejo, California.—The commercial specimens are quite satisfactory. No faults worth mention can be pointed out in any of them. We admire most the especially pleasing business-card for The George E. Bangle Company. The effect produced by one small spot of color would prove a lesson to those printers who feel that when they use a warm color it must be extensively used. Restraint in the use of bright colors, in everything except posters, perhaps, is advisable; and even in that class of work too much bright color sometimes spoils the effect, and, to a degree, the advertising value.

FROM Shreve & Co., jewelers, San Francisco, California, we have received an especially handsome catalogue, the format, design and typography being in thorough keeping with the character of the business. The work eminently suggests quality and value, important considerations indeed in the printing for jewelers. The catalogue is dignified and chaste, as one may see from the reproduction of the cover which appears on this page. To give a better idea of it, however, we will state that the cover is of double-thick white antique stock. The printing was done in brown inside a deep sunken panel and the book was tied with a brown cord, matching the color of the ink. The goods sold by the firm are admirably illustrated on the inside pages with faultlessly printed half-tones. Credit for this production is shared by Frank Dailey, advertising manager for the company; the Sierra Art and Engraving Company, makers of the plates; and H. S. Crocker & Co., which well-known firm of printers put on the finishing touches by printing it in high-class style.

made stock—white, of course—supplying end leaves and binding it in boards. Mr. Rudge has gotten out a volume of sufficient "heft" to grace any library. As stated above, the text pages are printed on white hand-made stock, in black, the only color being put in by hand with water colors on a decorative initial with which the story is begun, the letter being in gold, and green being painted inside the floral decoration of the block. A readable old-style roman type-face, with large and well proportioned margins, makes the text pages beautiful indeed. The boards of the backs were covered on the sides with a particularly pleasing shade of green hand-made stock, white Japan being used around the back and hinges, as can be seen in the illustration. The panels around the words "Merry Christmas" (printed in green), as well as the toy illustrations between the outer and inner panels, were blind stamped. The spots on the cover appearing in the illustration are gold on the original book and add wonderfully to the beauty and distinctiveness of the production. Those who are not so favored as to be privileged to view the productions of Mr. Rudge can not know what they are missing. The fellow, too, who says we must go to other countries or back to other periods for good printing has not seen any of Mr. Rudge's work. For quality it can not be surpassed.

COMMEMORATING its twenty-fifth year in business, The National Printing and Publishing Company, 2144-2150 Blue Island avenue, Chicago, combined an idea of sentiment and one of business and issued a handsome booklet, "Twenty-five Years of Progress," which not only serves admirably as a memorial, but is so written as to effectually influence readers in favor of the company. In the text, the story is interestingly told of how the business was begun in "a little ramshackle plant at 700 Loomis street," and how, to keep pace with increased business, it has been compelled to move from time to time into larger

customer's copy but of giving him what he wants when he wants it. As the writer of "Twenty-five Years of Progress" puts it, it was "Accommodation that meant willingness to meet the other fellow 99% of the way." The text is surrounded by a border on all pages, below which marginal illustrations are printed, showing the various buildings previously occupied by the company and views in the present plant, all done in line. The inside pages were printed on a good quality of heavy-weight antique white stock, the cover being the same stock, double folded and extending slightly beyond the text pages. A reproduction of the cover is shown on this page, but, of course, it does not do justice to the original, which was well printed in unusual but particularly pleasing colors. The bulk of the design—the printed panel—was in deep olive; the outlines of the figure, the building and the hair on the head of the figure were in black; and the words in the open book in the panel at the top, the arms and neck of the figure, the inking portions of the ink-balls and small spots here and there were in light orange. The clothing on the figure was worked in Ben Day screen, showing, in effect, in a tint of the olive, whereas tints were used in both the olive and orange to give the apron and shoes distinction. The booklet was tied with an olive green cord. Surely a beautiful piece of work—one which will redound to the credit of the organization.

J. J. LITTLE & IVES COMPANY, New York city, sends out an especially neat and attractive folder commemorating the fiftieth anniversary of the establishment of the firm. The typography, in Cloister Old Style, is dignified and readable, and, printed on white stock with wide margins, the effect is chaste. On the title-page the workmark of the company is printed in black inside a sunken panel, printed in light buff. On the second page, like treatment is accorded the illustration of the firm's building. The printing is

A Christmas CAROL

ENTITLED,

*"For Pete's sake, we gotta
come acrofs with the
drawing for that
card!"*

*Published, with Best Wishes
for A Merry Christmas, and all
that sort of thing*

By Bertsch & Cooper
at the old Carriage Repository,
up-stairs, in Van Buren St.,
Chicago. 1917.

SWEET Season of the Greeting Card!
How soon again you're back here!
For us poor fish you've slight regard—
Ideas we forely lack here.

It seems we should of wrote this lay
Ere Christmas fuis belet us—
Last August, April, March or May.
What did our waiting get us?

In sooth, we see, whilst all this rush
Distracts us and distresses,
Slim chance to dish the Christmas muth
O'ergarnished with long effes.

Still, any verse is good enough
To pass at such a season;
And folks can't say that this here stuff
Has *neither* rhyme nor reason.

done on one side of the sheet only, the blank side being folded in, and the sunken panels do not appear on the reverse sides.

We are reproducing on this page a rather unusual and decidedly attractive letter-head design, hand-lettered for his own use by W. Irvin Brennan, Boston, Massachusetts.

We are indebted to Louis A. Braverman, of the Heintzemann Press, Boston, Massachusetts,

years in reading the latter has made them most easily recognized, and matter set in them is therefore most readily comprehended. Capitals are satisfactory for short display lines of few words and for signatures, where the contrast afforded gives emphasis, but they should be used with restraint.

IRBY C. HAYNES, Tazewell, Tennessee.—In spite of the fact that your equipment is limited,

held on Washington's birthday. The emblem printed in red over the items of menu printed in blue, on the third page, makes it difficult to read the type beneath owing to the strength of the red. Such a plan is good only when such emblem, or illustration, is printed in a weak tint, in which case it will not conflict with the type. The emblem could have been worked into the border at the top in the same manner as the

W Irvin Brennan draws borders, letters and decorative illustrations at 516 Atlantic Ave. Boston, Mass. c/o The Graphic Arts Company

Unusual handling of a letter-head for an artist. By W. Irvin Brennan, Boston, Massachusetts.

for another collection of his exceptionally good typography. Mr. Braverman enjoys considerable success in giving his work an antique, Colonial atmosphere which is quite interesting and pleasing. He uses Caslon almost exclusively. A program on this order is reproduced.

ONE of the best sample-books of paper we have ever had the pleasure of examining has been received from The Marchbanks Press, New York city, the printers, it being the latest showing of the well-known Sultan line of covers, made and sold by the Niagara Paper Mills, Lockport, New York. The colors of the stock are of rather unusual shades and The Marchbanks Press has intelligently imprinted the samples with designs which are particularly attractive, in colors which harmonize perfectly with the colors of the stock. It is a sample-book that will prove valuable as a medium of suggestion in any printing-plant.

R. G. WEBBER, Augusta, Maine.—The circular gotten up by you for *Needlecraft* is rather pleasing, but is subject to improvement. The matter on the right side is crowded as compared to that on the left and the design is therefore poorly balanced both as to weight and extent of white space. A rearrangement of the cuts would perhaps have permitted you to balance the typography to better advantage, and would make it possible at the same time to overcome the crowding which is in evidence in the type on the right-hand side. By avoiding the crowding you could have used larger sizes of display type, in which case you would not have had to use extended type, and that change would bring about better harmony.

The Cincinnati Post has issued its new "Annual Edition of Information for Advertisers." Gotten up in the form of a miniature edition of the Post, this pamphlet gives in a brief and compact form information which the advertiser, agency or manufacturer would most probably desire to have regarding Cincinnati. We believe that this booklet sets a high-water mark in cooperation with advertisers and agencies. Information about the field is given preference throughout; information about the Post being given in advertising space, and subordinated. Make-up, typography and presswork are of high order.

E. C. KREWSON, Elmcreek, Nebraska.—Considering that the specimens sent us are of a character demanding economy, you are to be complimented on their general excellence. No metropolitan plant could have done more on them. We discourage the practice of setting large masses of matter in capitals as you did on the announcement for the banquet of October 23, held to boost the sale of Liberty Bonds. Capitals are not so readable as lower-case characters; practice of

we see much merit in your work, especially from the standpoint of typography. You seem to realize the value of simplicity, or a shortage of decorative material makes it impossible for you to get up bizarre, overdecorative designs, which are generally displeasing. When possible, avoid the combination of text and block letters, for the two styles have nothing of shape or design in common and do not harmonize. The statement-heading for the *Progress* is neatly and effectively arranged. The use of condensed and extended capitals of about the same size for adjacent lines on this form is a representative example of the poor effect which results when types of contrasting shape are used together.

THEODORE T. MOORE, Fowler, Indiana.—The menu for the Annual Masonic Banquet of 1917 is interesting and appropriate. The colors used, red and blue, are particularly good from the standpoint of appropriateness, the banquet being

shield was handled on the first page. Had a narrower rule been used for the blue on the first page, allowing a little white of the stock to show through between the red and the blue lines, a better effect would have resulted, for, as printed, the blue nullifies the effect of the red.

THE METROPOLITAN PRESS, Oakland, California, recently sent out to a large list of attorneys a circular advertising its facilities for printing law briefs, attached to which was a specimen brief page printed by the company. The work was well handled in every particular. In the circular, attention is called to the quality of typography represented by the specimen page; the grade of paper used—and the fact that by buying this paper in large quantities, and for cash, the customer gets the benefit of the saving effected; special equipment; ability to get out such work promptly, citing one example where a brief was turned out complete in a single day; the firm's proofreader, who, because of long experience, is especially qualified to read proof on briefs, insuring the customer against embarrassing errors; and last, but not of least importance in the opinion of attorneys, no doubt, the prices per page for such work.

B. F. WADE & SONS COMPANY, Toledo, Ohio.—The four-color illustration on the Oxptra folder is a little too low on the page and a little too far to the left. In irregular forms such as this, balance must be determined by the eye, and they should not be placed according to their limits. An attempt was made to do this from the horizontal standpoint, and in the right direction, but it was not carried far enough. From top to bottom the cut was centered on the page as to margins, but the bottom of the cut is wider and consequently heavier than the top, which makes the page as a whole bottom-heavy. The top margin should have been somewhat smaller than the bottom margin even though the illustration were rectangular, but, being irregular, and larger at the bottom, it should have been placed still higher to offset the added weight at the bottom. Your own advertising broadside will be reviewed by Mr. Martin in the department of "Printer's Publicity," perhaps next month.

PALMER L. ZERBE, Pittsburgh, Pennsylvania.—The title-page for The Merchants' Association of Pittsburgh is nicely arranged and displayed and is wholly pleasing. The yellow is not a good color for printing type-lines, especially small, light-face lines. It would be next to impossible to recognize by artificial light, the words which are printed in yellow on that particular page. Red-orange should have been used. Remember, the smaller and weaker in tone the type is the stronger in tone the color should be that

A SUNDAY AFTERNOON
Musicales
Given at ye NEIGHBORHOOD CLUB
at QUINCY, MASS. TTS.
on SUNDAY, November 25th
At 2.30
Hostess HERBERT T. DRAKE, Hostess

ALICE ROBERTS, Violinist		BEATRICE BARRINGTON, Reader
EARL BELLIS, Tenor		HELEN RUMSKY SMITH, Contralto
ERNEST HARRISON, Accompanist		

Programme

DUTY	Passage Bird's Farewell	HILDACH
VIOLIN	A. Hope Kiss	HURAY
	B. Chopin Nocturne	ARR. SARASOTA
TENOR	How Pain is Man (from Judas Macabre)	HANDEL
READER	Selected	
CONTRALTO	Lullaby from Toccata	GODARD
DUTY	A. Nearest and Dearest	CARACCILOLO
	B. Keys of Heaven	OLD ENGLISH
READER	Selected	
TENOR	A. Morning Hymn	HERICHEL
	B. Inter Nos	MACFAYDEN
	C. Chère Nuit	BACHLET
CONTRALTO	A. Habanera (from Carmen)	BIZET
	B. Boat Song	WARR
	C. Song, Smile, Slumber (by Request)	GOLWOD
DUTY WITH VIOLIN	Barcarolle	OFFENBACH

Originally printed on brown hand-made stock, this program by Louis A. Braverman was decidedly pleasing.

it is printed in. The cover-design is poor. The fact that you have begun words on the cover of such a book with lower-case letters, such as is sometimes done for effect in newspaper advertising, constitutes the most serious fault. The border, of so many and so pronounced units, is "spotty," both displeasing in appearance and of a character that cries so loudly for attention to itself that the type is subordinated. The decoration throughout is the most prominent thing and it is a style of decoration that possesses no beauty—a style that should be abandoned.

MARKEN & BIELFELD, Frederick, Maryland.—Specimens of your printing are surely striking and effective. While your typography is of a more elaborate style both in design and color than is now customary, it is exceptionally good, and, unlike most work of that character, does not appear overdone. For this your good taste and judgment deserve commendation. Two of your specimens, representative of the general character of your work, are reproduced.

HARRIS-HUNTLEY PRINTING COMPANY, Tacoma, Washington.—Most of your specimens are of a good grade. The "We Thank You" card is so arranged that it appears complex and the white space is not distributed with that uniformity which is essential to pleasing results. The large mass of space in the upper right-hand corner is not balanced by a similar amount in other corners, particularly in the lower left-hand corner, as is essential to uniformity. It seems that one generally gets into trouble when he goes to building up rule arrangements which are not essential to the display of the type. Rules serve real, worth-while purposes, and when used for such purposes are valuable equipment; but, when they are used for stunts which do not serve a purpose, poor printing is the inevitable result. Gray-tone types do not print well on rough bond-papers. If enough ink and impression are used to make the letters print sharply the type has a tendency to fill up, causing blotches to appear in spots. Color selections are good.

We are in receipt of Volume 1, Number 1 of *Houghton's Herald for War Workers*, a house-organ issued by E. F. Houghton & Co., a chemical and engineering concern, Philadelphia, Pennsylvania. It is one of the best written, best made up, best printed and most pretentious publications of its kind we have ever seen. Credit for its production is largely due the Dando Company, also of that city, which organization specializes in direct advertising. The cover in colors is especially striking and shows the interior of a munition factory in operation, the large machinery therein suggesting admirably the magnitude of the business of manufacturing munitions. In mailing the copy to THE INLAND PRINTER, the Dando Company wrote in part as follows: "It was conceived, edited and contributed to, as well as designed and printed, by this organization. The technical matter, however, of course, belongs to the chemists and engineers of the client's company, E. F. Houghton & Co., Philadelphia. The

significant feature of the magazine is that it is being published for the 150 munition-makers in this country today, working under government contracts for material, which necessitates the cutting of metal, as our client's entire business with them is the sale of oil and its combinations used in quenching and cooling the tools used for this purpose."

PROBANDT PRINTING COMPANY, San Angelo, Texas.—The card, "Christmas Red Cross Drive for New Members," is too loud in the use of color. Furthermore, harmony of colors is not

like the green of holly leaves should have been used. Summing up, the border of rules and holly would be printed as you have printed it, the heading at the top in red, the eagle ornament in green, the red cross panel and the flag in red and all the type (except the heading) in green. The "Buy It Now" card is much better, for the cold color predominates—and happily it is stronger than in the Red Cross card. The design is simpler by far. The green is too light on the card advertising Holiday-Greeting Cards and the form is carelessly arranged.

THE Christmas number of *The Superior Craftsman*, the inside-the-house-organ of The Superior Printing Company, Akron, Ohio, is one of the handsomest examples of printing on which a holiday motif was employed that we have ever seen. It reflects credit on every one having a hand in its production. The cover is especially pleasing and we would like to reproduce it, but the colors are such that a half-tone reproduction would be an injustice to the original. The basis of the design is a large bell, outline and shading of which are in black, under which, throughout, bronze is printed. The bell is suspended from a ribbon band in red, apparently running around the page about an inch from the top, the drawing suggesting that it is run through slits in the paper. This ribbon is tied in a bow in the center, the bell being suspended below this bow. Across the upper portion of the bell, the words, "Merry Christmas," are printed in red and black, and at the bottom of the bell, as though a part of it, the title of the publication, *The Superior Craftsman*, is lettered. Several sprigs of holly leaves, berries and stems work in nicely here and there in the design. Regarding this cover, Mr. Hollingsworth of the company, writes: "The entire first page of this number, except the words 'December, Nineteen-seventeen,' is the work of our artist-engraver, Thomas A. Schneider, who made the original sketch, wood engraving and color-plates in metal. The electrotypes were made from the color-plates, and the job was put on the press and printed, without any color-proofs being pulled for register purposes, and with no tooling of the plates except in the case of three or four high spots."

THE QUALITY PRINT-SHOP, Sterling, Illinois.—"A Message to the Buyer of Printing" is good. Presswork on half-tones is excellent. Typography is satisfactory; in fact, the only serious fault with the work is incorrect margins. Take the full-page half-tone as an example of the case in point: Note that the top margin is greater than the bottom margin, whereas the reverse should be the case. Hold this page at arm's length and it appears bottom-heavy. If margins are the same, the top margin will appear the larger because of an optical illusion, and balance will be poor even then, hence the need for the bottom margin being greater than the top margin. On the other hand, best results in book and booklet work result when the back margin is smaller than the front margin, on the ratio of two to three.



The originals of these designs were especially pleasing, skill in manipulation of colors saving them from the failure which usually results when such elaborate and decorative effects are attempted with only type and utilities to work with. The letter-head was printed as follows: Type, lines of ornament, two inside rules and gray-tone border (outside) in black; the heavy line inside gray-tone border was printed in red-orange, as were also the roses in the ornament; the inside of the panel occupied by the type was printed in a light yellow tint; the inside of the circle surrounding monogram and the background of the ornament were in light green; and the monogram was in dark green and embossed. Inset, folder title-page, was printed as follows: Rules, type and ornaments in green; roses and inside of circle at top in light orange; inside of panels at top in light green tint; and the monogram was printed in dark green and embossed.

good. Red and brown are especially difficult to harmonize and you did not succeed in your attempt with them. The illustration of the eagle, with flag and wreath, the only item in the large design printed in brown, should have been printed in green. This would have made harmony better, made the job better all around—because simpler—and would have saved expense in production. Too large a portion of the design is printed in the warm color, red-orange. The type inside the Red Cross panel should have been printed in green instead of red, and the flag which is printed beneath this type in green should have been printed in red. By this change the illustration of the flag would not conflict with the type to such an extent as it now does. The type below the panel should have been printed in green also. The green is too light; a green more

THE PRINTER'S PUBLICITY

BY FRANK L. MARTIN.

This department will be devoted to the review and constructive criticism of printers' advertising. Specimens submitted for this department will be reviewed from the standpoint of advertising rather than typography, from which standpoint printing is discussed elsewhere in this journal.

"T & T Imprint."

One essential, it seems to me, in the production of a piece of good printing, is the sense of pride that one has in producing it. So it must have been in the case of the production of the winter issue of *T & T Imprint*, published by Taylor & Taylor, of San Francisco. Not only because of the typographical excellence of the booklet itself, but because of what the contents represent to the company in the way of every-day work well performed, the special issue of the house-organ should inspire a feeling of pride in those responsible for it.

This last issue of *T & T Imprint* is one of the most pretentious of the many specimens of printers' publicity material that has come to *THE INLAND PRINTER* recently. There were two motives in getting it out, the company says. The first is to present in permanent form the exceptional praise given to the work of the Taylor & Taylor plant by a noted critic, and to give to the public as far as possible a glimpse of representative specimens of printed-matter in all of its varied forms that come from the company's presses day by day. The result is a convincing argument to the buying public of the character of Taylor & Taylor's books, catalogues, cards, etc.

The cover design (Fig. 1) is made up of typefounder's material with the exception of the monogram, which, together with the Forum type, was designed by Frederick W. Goudy. The title-page and the headings of the leading articles are also set in Forum.

Mr. Goudy also designed the head-band and the initial letters. The main text is set in Kennerley Old Style, another of Mr. Goudy's type designs. Other pages are set in Caslon Old Style. The cover is a light-weight vellum stock. The text paper is an offset bond book and the color illustrations are printed on enameled paper. The booklet is 9½ by 12 inches, and it contains twenty-eight pages. This technical description alone will give the printer a good idea of the care taken in preparing the publication and of its effectiveness as a representative piece of good printing. Approximately one third of the

Imprint is devoted to a review of specimens of the plant's work by Mr. French, who tells in the language of a layman why the company's products will appeal to the people intended to be reached in the most direct and most powerful manner. The critic classifies the Taylor & Taylor printing as artistic, but all printing to appeal, he argues, must be artistic. One page is given over to extracts from letters from patrons testifying to the satisfaction that the company's printing, service and prices afford. These and the several pages of unusually well-printed specimens of printing that the company has produced and sold give the "proof of the pudding" to the reader. A sample page (Fig. 2) is reproduced on the following page.

Until recently, printers generally have made little use of the method much used in other lines of business, namely that of presenting specimens of their products in the advertising and publicity literature. The firm that sells hardware, or the company that offers shoes for sale, will use a picture of the product and a detailed description. That is as near as either can get to supplying a customer with a sample of his wares in his

catalogue or other advertising literature. But the printer can supply to prospective customers actual samples of his product on the printed page. More and more printers are coming to see the advantage they have in utilizing this effective means of advertising and many house-organs, booklets and other forms of publicity issued by printers now contain these specimens. They do more than acquaint the public with the kind of printing that your plant is able to produce. They spread valuable ideas used by others and thus become creators of new business. And, if the specimens disclose the quality that those in this issue of *Imprint* do, then every printer will have pride in exhibiting them.

Knoxville Lithographing Company.

The Knoxville Lithographing Company, Knoxville, Tenn., has issued a booklet, 9 by 12 inches in size, containing specimens of "advertising literature that have stimulated actual business." There are six pages

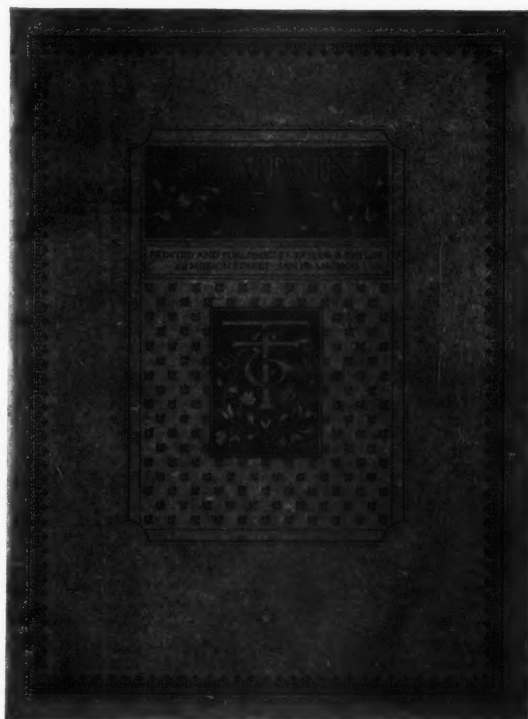
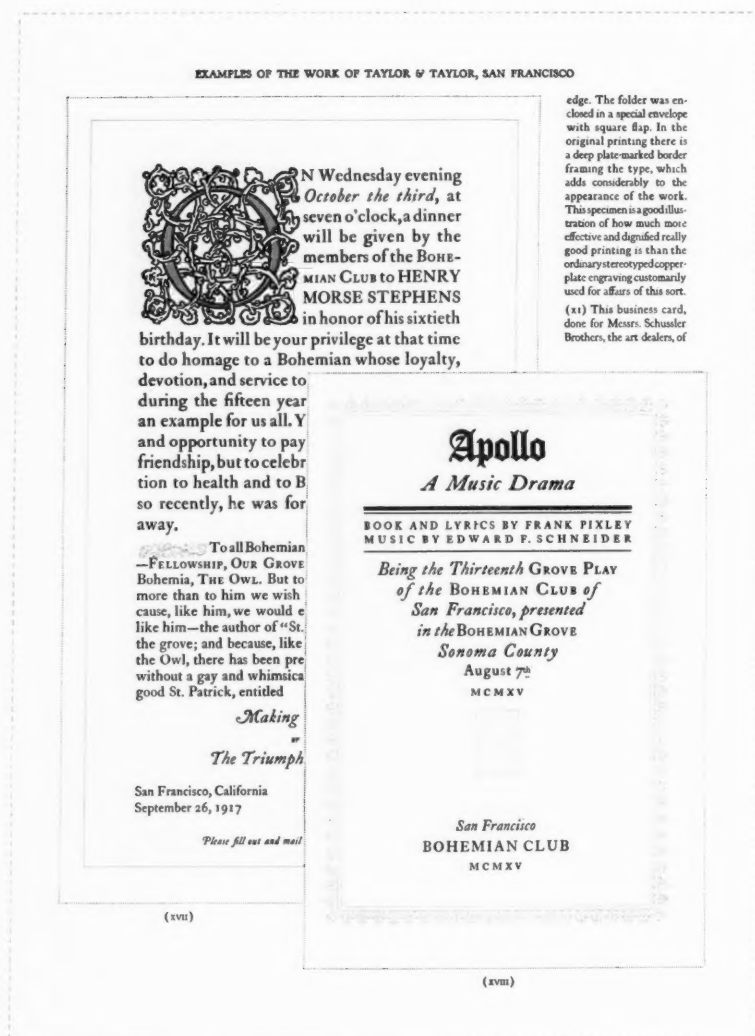


FIG. 1.



of reproductions of catalogues, college annuals, booklets, brochures, folders, circulars and mailing-cards that the company has issued for its patrons, offered as proof of the firm's readiness to produce the same effective sort of advertising for new clients. What the company has done for some in stimulating business, the booklet tends to convince, it can do for others.

This method of advertising employed by the Knoxville concern forms a direct, specific appeal for new business. It is a method that printers, fortunately, are learning to use effectively in their literature. Some printing establishments, now hopelessly in the minority, still cling to the old style of publicity; that is, acquainting the public with the fact that they do printing, telling in an indefinite way about a "service" they can supply and perhaps mentioning quality. That sort of publicity helps in a way, of course, but it fails in creating a demand for printing, and hence a demand for new business. The Knoxville publication says to you, and says it as forcibly as if it were opening a sample case on your desk: "Here is what we have done to bring new business to other firms; we can build the same sort of advertising literature for you from the ground up and bring that new business to you." It offers the reproductions of work done by the company as proof of its ability to print the right sort of advertising.

The front cover of the booklet (Fig. 3) bears a picture of the sales manager at his desk. The reproductions are clearly printed on enameled stock. A confidential information blank is included for manufacturers, wholesalers or jobbers, and retailers to fill out and mail to the sales manager in case they are interested in having the company propose a direct-by-mail advertising campaign, designed to promote the sale of their goods.

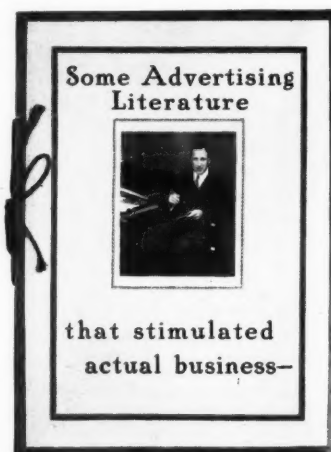
"Etchings."

The printer who is fortunate enough to have *Etchings*, the house-organ of Gatchel & Manning, Philadelphia, come to his desk regularly probably will get a new view-point regarding the character and use of half-tones and line drawings. There are undoubtedly many printers to whom a half-tone is just a half-tone and a zinc etching an etching, no matter how or where made. Not all, but too large a proportion, of the printing in circulation shows that this indifference in the matter of providing the right kind of cuts exists. It is to correct this that the Gatchel & Manning company issues *Etchings* for distribution among printers, believing that "a better knowledge of the advantages of quality engravings will be mutually profitable."

Newspapers bear the brunt of condemnation from the public for the lack of quality in their illustrations. But newspapers have an excuse, if there is such a thing as an excuse for poor printing. With a newspaper there is always that fight against time in the preparation of the photograph or drawing and the making of the plate. Then the illustration must be produced on news-print, unless there is a special section. But, for the printer, there is no more reason for poor printing as regards pictures than as regards type and make-up. *Etchings* will serve its purpose if it aids in remedying the defects in the phase of the production of printing it has set out to correct.

By comparison the company shows in its publication the difference in the finished product between the ordinary half-tones and line drawings, and half-tones and etchings of quality. Under the heading, "Give the Artist His Due," the editor says:

"He can take a commonplace photograph and from it make a pen drawing in which he can put action, life, feeling or emotion. Instead of the cameo-like, motionless branches of



the photographic tree, he gives us swaying limbs and whispering leaves. He takes Old Independence Hall, photographed in its quiet and placid dignity, and turns loose around it the driving, elemental forces, or he can have the snowflakes filtering down on it as softly as a mother's benediction. (Fig. 4.)

"Even the prosaic foundry building with its practical lines and its gaunt towering stacks—he takes it, silhouettes it

in each month's issue is a small card calendar for the month, attractively printed in colors with an appropriate design. The same plan is followed by many house-organ publishers.

"Copco Facts."

The Central Ohio Paper Company, Columbus, Ohio, issues a house-organ, *Copco Facts*, which affords a fairly good example



OLD INDEPENDENCE HALL

FIG. 4.

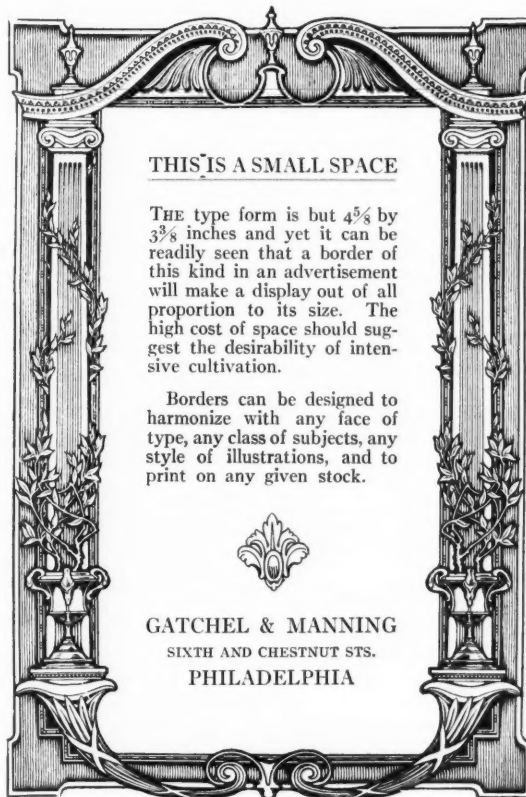


FIG. 5.

against a darkening sky and the imagination sees it the dimly suggested, shadowy embodiment of industry.

"This ability acquires a distinct commercial value when he becomes familiar by experience with advertisers' needs, and paper and press restrictions and limitations."

This company attempts through *Etchings*, its house-organ, to help its patrons get results for those for whom they produce printing. It goes about it in a practical way. Each month it reproduces specimens which will enable the reader to develop ideas for his own use. Every engraving, the company believes, should be made for its specific purpose, to be used under certain understood conditions. In the December issue, among other things, it gives some pertinent suggestions on the care and filing of engravings for future use. Another helpful and interesting suggestion carried has to do with the effective use of especially designed borders for advertisements (Fig. 5). Borders, it is pointed out, used on small advertisements can make a display out of all proportion to the amount of space used. These borders can be designed to harmonize with any type, any style of illustration and to print on any stock.

Etchings is $4\frac{1}{2}$ by 6 inches in size, printed on a heavy enameled stock particularly adapted to illustrations. Enclosed

of the field a house-organ can successfully cover—a medium to carry direct-to-the-consumer advertising and a publication that can be of service to the company's organization. There is reproduced here a sample page (Fig. 6) illustrating the character of the contents—including that personal element which tends to bind the members of the organization closer together and to keep the outsiders in closer touch with the firm—and the advertising material. Other pages carry a larger amount of direct advertising matter, however, than the one shown here.

The house-organ might not pass muster typographically under analysis of the critical printer, for the use of color and the make-up could be materially improved. Yet from the view-point of text it contains much information of value to printers and users of paper generally. That information is so presented that it is quite likely to be read. An article on shipping conditions and the necessity of placing paper orders far ahead; another on the question of credit in dealing with paper houses; another on the selection of stock, and another on the necessity of printers asserting their independence in business give an idea of the nature of the contents that the printer ought to be willing to peruse. Then, there are the

news articles about what the company and its staff are doing and the advertisements of the company's wares.

The house-organ is published on an enameled stock sold by the company and attention is called to its adaptability to good printing and to the reproduction of half-tones. In the December issue, the front cover (Fig. 7) carries an attractive drawing depicting Santa Claus presenting soldiers at the front with stationery handled by the publishers of *Copco Facts*.

Stilted Letters.

Several publicity organs recently issued by printers have devoted considerable space in an effort to get the writers of business letters to cast off the stilted phrases that have so long characterized correspondence of this nature. It is to be hoped that their suggestions are heeded. If any form of writing needs reform, certainly it is the unoriginal, hackneyed epistle dealing with business affairs which generally states what the writer has to say in the roundabout way so long and constantly employed. The criticisms directed against these stilted letters are that they are monotonous, that they do not present what the writer wants to say in a simple, direct style, which is the most effective in any form of writing, and that there is a vast waste of time, energy, space and words. Glance over the average business letter that you receive and there is little doubt that you will agree.

Under the heading, "Don'ts for Letter Writing," the current number of *Dash*, the house-organ issued by Quinlan-Fricke Printing Company, St. Louis, Missouri, gives some advice taken from "Talks on Business Correspondence" by Cushing Bamburgh. Since they are directed against the most glaring evils contained in most business correspondence, I believe they are worth reproducing here:

"You would never think of talking such phrases as 'came

duly to hand,' 'thanking you in advance,' 'I beg to remain.' Why spoil your letters with them?

"Carefully avoid such words and stock phrases as 'beg to acknowledge,' 'beg to advise,' 'beg to inquire,' etc. Don't beg at all.

"Don't say 'kindly' for 'please.' Avoid 'the same' as you would the plague.

"Don't write 'would say.' Go ahead and say it.

"Don't say 'enclose herewith.' 'Herewith' is superfluous.

"Don't 'reply' to a letter; 'answer' it. You answer a letter and reply to an argument.

"Don't use a long or big word where a shorter one will do just as well or better.

"Carefully avoid the appearance of sarcasm.

"Beware of adjectives, especially superlatives.

"Finally, don't forget that certain small words are in the language for a real purpose—'and,' 'a,' 'the,' are important, and their elimination often

makes a letter read bald, curt and distinctly inelegant."

Dash has given some principles about writing that have been accepted by the best of authors, except the authors of business letters. It will be an effort well directed if it and the other printers' publications succeed in breaking down the old-fashioned rules that guide the writers of business letters. It will cause business epistles to carry a little more refreshing air along with them to their destination.

Some Publicity Hints.

Arcady's *Ink Pot*, issued by the Arcady Press and Mail Advertising Company, Portland, Oregon, contains, among other good things, a brief statement of the new postal rates, for the benefit of those who are using three-cent stamps where two-cent stamps will do and trying to get letters through for two cents when three cents is required. The *Ink Pot* says that so many misunderstandings of

2 *Copco Facts* December, 1917

Sail Selling Stationery

THE Sammy with the smile is Private Harry J. Rowe of the 146th Ohio Ambulance Company. The tent marked "11" is the one he occupies at Camp Sheridan. It's also the



headquarters for Copco Stationery at the Camp. For Rowe hasn't gotten over the habit of selling he acquired as a member of the Columbus sales force. He's spending odd time selling stationery to his mates and has sent in several nice orders.

Copco Flag Has 17 Stars

THE Copco Service Flag now bears 17 stars. In addition to those mentioned previously in *Copco Facts*, Joseph Whitcomb of the Service Department, and Thomas Dunkle, of the Office force, have entered the service from the Columbus house. Jerome F. Page, of Columbus, who entered the Second Officers' Reserve Camp, has been appointed a first lieutenant. The list of Copco men in the service would be augmented by over half a dozen but for rejections because of physical deficiencies. These men, while not represented by a star in the flag, nevertheless are, like so many men in similar positions, "doing their bit." They are filling, with their added effort, the gaps left in the national commercial army by their fellows.

Good Dummy Record for Year

DURING the year ending December 31st, 513 dummies were furnished to printers by the Copco Service Department. In nearly as many other instances, stock to make dummies was furnished.

These dummies were all specially made. They went out into the hands of printers to help them "get the business." No record has been kept of how many dummies "got the order," but the figures tend to show how much printers appreciate dummies in soliciting business.

Nothing so surely lands a pamphlet or catalog order as the actual presentation in an attractive way, of what is to be delivered. The dummy fulfills this function. It is the answer to the map from Missouri.



The Copco Service Department is always ready to make up dummies according to specifications or as suggested. It can help you "get that order."

Ideas for Color Combinations

STRONG color combinations are one of the best assets of good printing. White paper and black ink are always effective. The following table will be found helpful when seeking other color combinations:

Paper	Inks
White	Crimson red. Navy blue. Emerald green.
Light blue	Light red. Dark blue.
Dark blue	Dark red and gold. Light blue and white. Green and orange.
Light brown	Dark brown and silver. Green, gray and lilac.
Dark brown	Black and white. Light drab.
Light green	Yellow and dark brown. Gold and orange. Dark green.
Dark green	Black and light green. Gold and white.
Light gray	Dark gray and red. Dark blue and gold.
Light red	Olive and gold. Rich green. Blue and white.
Dark red	White and gold. Dark green. Orange and dark blue.
Light yellow	Light blue. Red.
Black	Dark red. Gold and white. Light blue and silver.

Knew "Swan" when it was a "Cygnat"

ALLOW us to introduce our senior salesman, H. C. Lemert, if you have not met him already. Probably you have.

Everybody calls him Howard, which is his first name. We don't know what the "C" stands for, but it's probably "Copco." Whatever it is, it isn't any more a part of him than Copco is. Twenty-seven years handling Copco products, including 20 years in selling them, is his record. He started "shoving a truck" when Copco didn't have many—or need them. As Copco grew he helped the process, proved big enough to grow with it—and did.



FIG. 6.



FIG. 7.

the law have come to its notice that it is certain that everybody is not conversant with the rates. The company is preparing a large wall-card giving the new rates in simple, concise form so that "it doesn't take a Philadelphia lawyer to understand them."

Patterson & White Company's house-organ, *Impressions*, has as its leading article a discussion of the paper situation. After reviewing the changing prices it concludes with this advice: "We feel that we are right in advising all those who are contemplating the use of advertising literature to go ahead, rather than to wait for a lower market, as the chances of their finding it are practically negligible, and, added to this, one must consider the loss of time, which, in the majority of cases, is not to be outweighed by a barely possible saving of half a cent per pound in the price of paper."

"Pictures, illustrations and decorations of one kind or another are an absolute necessity in modern advertising," says a recent issue of *Northern*, published by the Northern Engraving Company of Canton, Ohio. "They are used in their various forms principally for the following reasons: First, to attract attention; second, to arouse interest; third, to aid understanding; fourth, to help the reader form a favorable decision." Then *Northern* gives proof of illustrations as a necessity by presenting statistics regarding the use of them in the advertisements appearing in the leading publications in this country.

In the December issue of *Ammunition*, the publicity organ of the Barnes-Ross Company of Indianapolis, we find this advice about the buying of printing: "There is only one sensible, economical way to buy printing. Choose the printer who, by previous work of the same kind, proves he is best qualified to produce the particular work you have in hand. Then trust him implicitly to work out your ideas at a price which will be fair to each of you. Mutual confidence and coöperation in this manner will do more to increase your returns per dollar invested than any amount of 'shopping.'"

A warning to printers against the making of promises regarding delivery and other matters that are not kept is contained in the *Advocate Junior*, the house-organ published by the Advocate Printing Company of Newark, Ohio. It suggests as a New Year's resolution for printers that they stop breaking promises. "If you expect to remain in business," it says, "you must establish the faith or confidence of the people. If they do not have faith or confidence in your firm they will buy elsewhere. Keep your promises!"

WISCONSIN'S LEADING SOLDIER A PRINTER AND PUBLISHER.

BY ERNEST A. ATHERTON.



WHILE various parts of the country have told of their loyal sons who have been honored with positions of trust by the Government, Wisconsin has one of whom she is justly proud and confident, in Brigadier-General C. R. Boardman, of Oshkosh, now commanding the 64th Brigade, 32nd Division, a volunteer Wisconsin National Guard organization. In civil life, General

Boardman is a life-insurance man and, what is more interesting to our readers, a printer and publisher, being vice-president of the Hicks Printing Company, publishers of the *Oshkosh Daily Northwestern*, and treasurer of the Globe Printing Company, of Oshkosh, commercial printers and binders.

He graduated from the University of Wisconsin in 1884, located in Oshkosh and went to work for Allen & Hicks, serving as reporter and later as business manager.

While in college, he won honors as a leader in the cadet corps. He brought his interest in affairs military to his new home, and soon, by reason of his unusual capacity for leader-

ship and his sustained enthusiasm, attained to the captaincy of Company F, which shortly became one of the highest rated companies in the Wisconsin National Guard, and is now a part of the Rainbow Division. His progress here was rapid; the thoroughness of his work as an organizer soon gained recognition throughout the State, and later, after his appointment



Brigadier-General C. R. Boardman.

as Adjutant-General, throughout the nation, which he served in a military capacity as a member of the Militia Board and the Board of Military Affairs, an unusual distinction for a National Guardsman.

Meanwhile, he found a little time in the strenuous days to devote to civil pursuits. With able associates he built up a commercial-printing business, the Globe Printing Company, at the same time maintaining an active interest in and connection with the Hicks Printing Company.

At this time there was founded in Oshkosh what is now a thriving life-insurance business, the Wisconsin National Life Insurance Company. General Boardman was active in its promotion, bringing to the new work the same energy, application and broad, clear vision that won him success in other lines. He proved an invaluable man in the development of the life-insurance company, of which he is now president.

The growth of these interests forced a retirement from military life and in 1913 he resigned from the service to which he had given twenty-nine years of earnest effort.

His respite was short, however, for with America's entrance into the Great War, the Governor of Wisconsin accepted General Boardman's tender of services, and called him out to lead the Wisconsin forces.

Wisconsin is content and glad to have her leading soldier at the head of her volunteer brigade. Knowing the sterling character of the man, and also the loyalty that his men bear toward him, she has no doubt of the part they will play in the great struggle. And Wisconsin printerdom is proud—and has a right to be—that from its ranks should come a man to serve his country in so high and important a capacity.



BY W. H. HATTON.

Instructors of printing are here offered the opportunity of discussing the various problems that arise during the course of their work. The editor will be glad to receive ideas and suggestions that will be of value to the fraternity.

A Method for Teaching Spacing to the Apprentice.

A knowledge of correct spacing is perhaps the most important factor in the preliminary education of a printer, and the most difficult factor to teach. If the thought is allowed to prevail in the mind of the printing student, or the apprentice, that spacing is a matter of little consequence so long as the type is speedily assembled, then habits are formed that decrease his value as a workman. But if the student, or the apprentice, is made to realize that a knowledge of correct spacing is a vital factor in the making of a printer, and that unless he becomes a thorough master of the elements that enter into it he can never be a leader in the craft or a credit to it, then he will strive to perfect himself in this subject and will form habits that eventually produce a skilled workman.

It is very necessary, then, that as the apprentice begins to assemble his type characters into lines, and to take his first steps in printing, every precaution be taken to surround him with only such methods as will produce the highest degree of skill.

But it is not always easy to surround the apprentice with only such methods as will produce the highest degree of skill. Particularly is this true in the matter of teaching correct spacing.

Workmen in a majority of the trades work to fixed standards. There is very little left to judgment. But in printing, the judgment of the workman is continually called into play. Take, for example, the spacing in the following line:

Rotogravure is an art, but, like many other new inventions,

In this line the compositor finds that it is necessary to drive in the "s" and the comma. If his training had been only for speed he would immediately take out the spaces nearest the point where his thumb was and replace them with thinner spaces until the comma and the letter "s" could be driven in. But, on the other hand, if his judgment had been developed and the beauty of the work he was producing had been his greatest pleasure, he would have gone back to the commas after the words "art" and "but"—and to the spaces after angled characters like the "y" in many and the "w" in new—and driven in his thinner spaces there. It would have taken a second longer and a little more thought, but the result would have been much better printing.

How can this judgment, such a necessary part of good printing, be developed in the apprentice in the workshop and the schoolroom?

With the conditions that surround the apprentice in the printing-office we are all familiar. After doing routine work for several months he is at last given a piece of copy with instructions as to what type to set it in, and the number of ems in width. It is probable that he might be given detailed instructions regarding his spaces, and the point system as it is related to spaces taught him, but in nine cases out of ten it is not even

probable. More often the shop apprentice begins his work at the case in entire ignorance of the fine adjustments that are possible by the several combinations of type spaces. In many cases he depends upon the aid of a friendly compositor for answers to his questions regarding the method of spacing certain lines and overcoming certain difficulties. He is not surrounded, as a rule, by a system that will develop the judgment we have mentioned above as being such a necessary part of good printing, for, if he were, some competent workman would oversee each line as the lad assembles his letters in his stick, point out each instance of poor judgment and help him decide where best he could drive in necessary characters, or how best he could space out his words to the full measure.

He is not taught—he is only given an opportunity to handle type, and for his knowledge he must depend almost entirely upon his sense of observation and his ability to ask questions.

On the other hand, we find the instructor of printing confronted with from ten to twenty students on the opening day of his class. They are taught how to lay the case, the correct method of holding the stick and the use and misuse of spaces. They begin to set type from copy especially prepared and usually to a measure of twenty picas. The "swift," for he develops early, is ready with his first line. The teacher takes the stick and tries the line for justification, reads the words for incorrect spelling and criticizes the spacing, for it is almost sure to be wrong when set by a student of this nature. Within the next twenty minutes he must repeat these operations as many times as he has students in his class, and in order to surround his students with methods that will produce the highest degree of skill he should repeat those operations for at least the first fifty lines. In the meantime his students are gaining in speed with each succeeding line and the process becomes not only difficult, but impossible.

The result of this situation in the schoolroom is incorrect spacing at a time when correct spacing should by all means be insisted upon. It is surely a fundamental of the trade that should not be neglected.

It was under conditions similar to those described that the writer, teaching in the Baron de Hirsch Trade School, developed the idea of using special spaces and quads for beginners. Why not have spaces that would print and thereby establish in the mind of the student their exact use and thickness? It seemed perfectly logical and practical.

The matter was taken up with Mr. Zimmer of the Hansen Type Foundry, and from plans submitted the following characters were cast:

Em quad	En quad	Three-to-em space	Four-to-em space	Five-to-em space
□	□	□	□	□

Showing the Special Spaces for Teaching Beginners.

Boxes were made in the sheet-metal department of the school that would fit the en and em quad boxes and the three, four

and five to em space boxes, and they were filled with a supply of the specially designed quads and spaces.

Before the student is allowed to use these quads and spaces a lecture is given to impress upon his mind the system of points upon which type bodies and spaces are based, and in this lecture illustrations are also given of the em quad divided into three, four and five to em spaces. A very earnest effort is also made to have the student remember his ten-point spaces not only as three, four and five to em, but as containing $3\frac{1}{2}$ points, $2\frac{1}{2}$ points and 2 points, respectively. The reason for this being that as he advances in the work a knowledge of the points in

minds of the students, and the difference in the thickness of his spaces is a mechanical certainty.

When exercises numbers one, two and three are finished and the spaces returned to their proper boxes, something that was impossible before unless closely inspected by the instructor, the boxes are returned to a cabinet and are ready for the next class.

The student is now ready to begin work using the regular spaces.

NEWS-PRINT MARKETING CONDITIONS AGAIN UNDER FEDERAL SCRUTINY.

BY OUR WASHINGTON CORRESPONDENT.



LIKE the proverbial cat, there comes back to original environment the perennial controversy between printers and publishers on the one hand and paper manufacturers on the other hand, with respect to the prices and marketing conditions governing news-print. The opening of the new year saw the inauguration on the part of the Federal Trade Commission at

Washington of another attempt to arrange a basis that will be mutually satisfactory to both producers and consumers of print-paper, and that will endure at least for the period of the war. Before much progress had been made it became necessary to postpone further moves in the matter until February, but the outlook is that by April 1, 1918, the trade will be apprised of the prices that must henceforth prevail on all roll and sheet paper that comes under Uncle Sam's mandate — and, incidentally, on all news-print purchased by the United States Government for its rapidly expanding needs.

This is not the first time that the Federal Trade Commission has put its finger in the print-paper pie. It will be recalled that when the paper market was most disturbed in 1916, and when prices had mounted to levels that most consumers regarded as virtually prohibitive, the Trade Commission, under authority from Congress, made an exhaustive investigation of the paper industry — an investigation that produced the reports upon the news-print and book-paper industries, respectively, that came from the press only a few months ago. As the outcome of the solicitude of the Trade Commission at that time, arrangements were made whereby a certain considerable proportion of the producing interests placed their entire output in the hands of the Trade Commission for apportionment and distribution to publishers. Similarly, there was acceptance by this part of the trade of the basic price of $2\frac{1}{2}$ cents per pound for roll paper in carload lots, which the Trade Commission deemed equitable.

However, the understanding thus arrived at, and which seemed to warrant hope for the ultimate solution of the print-paper controversy, was short-lived. A Federal court in New York, at the instance of the United States Department of Justice, returned indictments charging conspiracy and restraint of trade against a number of the leading paper-manufacturing corporations, and these interests, finding that they must fight in defense of their business policies, declined to continue to be parties to the Trade Commission's love-feast or to longer furnish paper at the compromise price of $2\frac{1}{2}$ cents, although one of the paper companies, the International, did bow, under protest, to the order of the Secretary of War requiring it to furnish, at the $2\frac{1}{2}$ -cent price, sufficient news-print for the *Official Bulletin*, Uncle Sam's new daily paper, printed primarily to give circulation to the Government's orders and statements in connection with the war.

The paper manufacturers who were haled before the Federal judges in New York were unable to put up a defense such as would entitle them to a clean bill of health, and finally, as the result of extended negotiations, a treaty of peace was drawn whereby the Department of Justice, in effect, released

EARLY PRINTING IN AMERICA

Lesson One

All writers on the history of printing agree that the first press in the New World was established in the city of Mexico, and that this event took place in the sixteenth century, but when details come to be considered, conflicting theories are set up and diverse statements made. One of these accounts claims that the first Spanish Viceroy of Mexico, Antonio de Mendoza, who went to Mexico in 1535, and who was distinguished for his devotion to literature, established a printing office some years before 1551, and that the printer employed by him, whose name was Joannes Paulus Brissensius, or Lombardus, a native of Brescia, in Italy, was the first who plied the art preservative in America. For a time one of his books, a folio volume executed in 1549, was cited as the first book printed in America. Another and perhaps more correct theory is that printing was first established in Mexico by the Spanish missionaries, and the fact seems to be established that under their auspices a book, one mutilated copy of which is still in existence in a private library in Madrid, was printed in 1540, by Juan Cromberger, who died about 1544, and who was probably the first printer in America. It is quite certain that the printing press was actively employed in Mexico in less than a century after the new art became generally known in Europe, and for nearly a century before printing press was introduced into the present limits of the United States.

First Exercise in Spacing for Beginners.

the spaces of the several type-bodies is valuable information and can be made use of continually in displaywork.

The first exercise, page one, is then taken up with the class and the spacing is discussed line by line. Each student is given a copy and the little problems that puzzle him are threshed out until he understands. It is perfectly easy with this system to show the student why a line was spaced a certain way, but under the old system it was nearly impossible to make many of them understand. When the questions that arise in the minds of the students have been solved they are instructed in the use of the composing stick and rule and taught the manner of picking the letter from the case and the method of placing it in the stick.

Exercises numbers one, two and three are set entirely with beginner spaces and the instructor finds that it is not necessary, as before, to look over every line, for the student after a short time understands the system and will produce not only correct spacing, but correct justification. The system answers, at a glance, a multitude of questions that continually arise in the

the paper men on their own bond, pending good behavior, and in accordance with a promise that they would abide by whatever prices the Federal Trade Commission might fix for their product — said prices to go into effect on April 1 of the present year and to continue until three months after the war. Incidentally, it may be remarked that in the background there loomed the prospect of the Congressional measures now pending which would authorize the Commission to permanently control the output of all the news-print mills and dictate prices.

A tentative price of 3 cents per pound for roll paper in carload lots was fixed for the first quarter of 1918 in order to give the Trade Commission time to make a thorough investigation of costs of production in the paper industry with a view to fixing a just price on April 1. The Trade Commission, for all that it has within the organization a News-Print Section, the experts of which, under the direction of Dr. Merchant, are well versed on news-print costs, felt that it was up to the paper producers to make out their case as to investment and cost of production, etc., and in order to give opportunity for the presentation of all evidence in support of the producer's ideas of proper prices the Trade Commission arranged for public hearings to begin at Washington on January 7.

At the appointed time, Henry A. Wise, counsel for the paper manufacturers, appeared before the Commission but only to plead for an extension of time in which to compile the statistics which the producers desired to file in support of their case. Expert accountants in the service of the papermakers had, during conferences in December with the cost-accounting specialists on the staff of the Trade Commission, agreed upon uniform schedules and standard forms of cost accounting, but the paper companies declared that they were not ready with data on all the elements of cost and investment and they asked for a postponement.

In response to this request the Trade Commission set forward to February 4 the date for the general hearings, which are to be given over primarily to the evidence and argument of the papermaking interests. In the meantime, however, the Trade Commission granted a hearing to the representatives of the publishing interests, who are in the role of paper consumers. In announcing that arrangements had been made to give audience to the print-paper producers, the Trade Commissioners had let it be known that they would be glad to hear from newspaper and periodical publishers, printers, dealers in paper or any other "interested parties."

The contingent of consumers was liberally represented when there was called to order the initial session scheduled for January 7, but these users of paper came, naturally, with the expectation of listening rather than of talking. It was their expectation that they would hear what the producers had to say and later would present their side of the case, with refutation of any of the papermakers' statements in which they should be able to pick flaws. The sudden postponement took them, naturally, somewhat aback, but they seized the opportunity to draw to the attention of the Trade Commission what is known as the "standard contract," under which print-paper has been sold during the year 1917, and to point out various injustices which it is claimed are worked upon paper buyers by this form of compact.

From the standpoint of the printing-trade, probably the most interesting feature of the protest has to do with the first clause of the standard form of contract which, it has been testified, operates to narrowly restrict a paper purchaser in the use of the paper which he has bought outright and paid for. As written, this clause—although the fact might not be apparent at a casual reading of the instrument—obligates the signer to use the print-paper furnished to him for printing the editions of the publication stipulated in the contract, and to use it, moreover, during the period (presumably the interval of a calendar year) specifically covered by the contract.

Publishers were on hand to relate first-hand experiences of the hardships that these restrictions have worked. According to some of the evidence given, some of the publishers have, on the score of violation of contract, been compelled to abandon a profitable business in printing supplements for other publications within their territory. In other instances, when publishers, by a commendable exercise of economy in the use of paper, had closed a year with a surplus of news-print on hand, they were compelled to pay a forfeit equivalent to an increase in price before they could use that paper in the ensuing year. A New York newspaper publisher, Emil M. Scholz, of the *New York Evening Post*, testified that when his concern attempted to print for an outside interest the weekly class paper known as the *Army and Navy Journal*, the International Paper Company had insisted that contracted paper was for their exclusive use and could not be furnished to another publication. Publishers presented other grievances in connection with the standard contract, notably the restrictions imposed with respect to paper of standard size and the liability of publishers to extra expense for postage when paper is overweight, which it allegedly is in many instances. In short, indications are that the first three months of 1918 will see the issue of print-paper—production, distribution, price and specifications—threshed out pro and con at Washington with a thoroughness never equaled in the history of this controversial subject.

A RARE OPPORTUNITY.

The three-year plan being undertaken jointly by the United Typothetae of America and the allied industries, offers promise of being put into execution within a short time. There is, however, an insistent demand from all parts of the country for immediate organization help, and the Typothetae is striving to meet the demand. It now has several field organizers at work who are demonstrating the methods to be employed under the three-year plan. Several cost accountants are also employed to meet the awakened interest in this subject in all parts of the country.

There can be no more noble calling than that of a representative of the United Typothetae of America in carrying on the great unselfish work it has on hand, and this line of work is going to prove a regular profession with adequate compensation. Local organizations are being formed and secretaries are in great demand. Cost installation contracts are being entered into and cost accountants are imperatively needed.

Men who have had experience along these lines, or who consider that their general knowledge of the printing business would fit them to carry on any part of these activities, should get in touch with the national office of the organization, 608 South Dearborn street, at once.

WHEN "U" IS V.

Why do some modern architects assume that U is V and carve in stone that palpable and bold absurdity?

Now that we possess the U, with soft and graceful curve, of unexcelled docility and willingness to serve, why do they carve UNITED STATES and PUBLIC SCHOOL and such and make the English language look as funny as the Dutch, with RESTAURANT and PULLMAN CAR and UNIVERSITY and other marks of educational perversity?

That V impresses some of us as cheap and gaudy blivv which parvenues may pull in place of more substantial stuff, but people who are fashioned out of vnpresentious dvst view all such affectation with an vnassvmed disgvst. Svch exhibitions always make vs glvm and blve. Now, honest Injvn, don't they have the same effect on yov?—*Printers' Ink.*

THE FIRST MOVABLE METALLIC TYPE.

BY FRANK L. MARTIN.



China has long been awarded the distinction of giving to the world the first printing from movable type. For this, of course, the Chinese deserve great credit from the world, yet how many closely connected with printing know that these movable types were of clay and that the first metal type was molded and put to effective use in Korea, for centuries known as the "hermit kingdom," the most backward and unprogressive of all nations? This is not a new fact in the history of printing, but one that is not generally known by printers or others outside of the trade. It also leads up to the fact that the use

right to lay the burden of the cost on the people, I and my relations, and those of my distinguished officers who take an interest in the undertaking, ought surely to accomplish this."

Subsequent events show that the invention of metal type was born of this desire for knowledge and education. A royal board was appointed and the Koreans began casting type, following the general principle used by the Chinese in making clay type, on "the nineteenth day of that moon," and in a few months several thousand had been cast. While it is agreed by those who have studied Korean printing that there must have been earlier works, the first volume from this copper type now in preservation was issued in 1409. It, with another book of the same year, is the property of the Imperial Historiographical Bureau of Japan. There is contained in it this interesting account of the incentive of Yung-lo for type and books:



Making Type with Modern Machinery in the Office of the "Asahi."

Women and children are used in the work of distributing this type after it is cast.

of metallic movable type first spread to Japan, whose people are today more inveterate readers of printed material — newspapers, magazines and books — than those of any country elsewhere.

It was the idea of Yung-lo, a progressive ruler of a seclusive and uneducated people in Korea, that brought about copper type. He conceived the idea that, in order to govern his people correctly, he must have books. Accordingly, an investigation of ancient records made a few years back by Ernest Satow in Japan shows that in the second moon of the spring of the first year of Yung-lo (1403) that ruler issued this order to his attendants:

"Whoever is desirous of governing must have a wide acquaintance with books, which alone will enable him to ascertain principles and perfect his own character, and to attain success in regulating his conduct, in ordering his family aright, in governing and tranquilizing the State. Our country lies beyond the seas, and but few books reach us from China. Block cuts are apt to be imperfect, and it is moreover impossible to thus print all of the books that exist. I desire to have types molded in copper, with which to print all the books that I may get hold of in order to make their contents widely known. This would be of infinite advantage. But as it would not be

"It was his earnest desire to develop morals and religion, so as to improve them in the present age and thus to transmit them to posterity. He consequently had these types cast in order to print all books. May they extend to a myriad volumes in number and be handed down during a myriad generations. Thus vast was the design, so deep was the thought that inspired it. The tradition of the king's teaching shall last as long and be as imperishable as the Sacred Calendar."

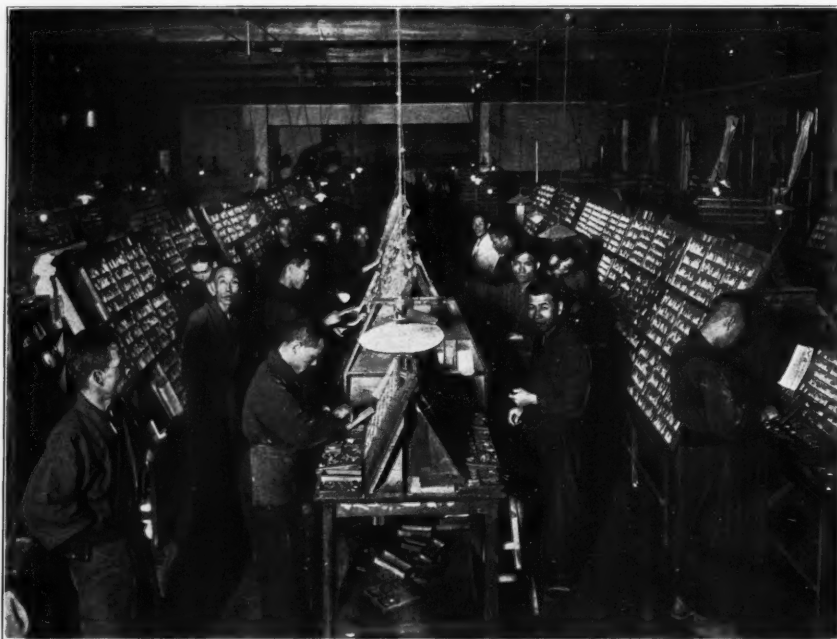
Records show that the Koreans had some labor troubles, because workmen complained that the casting of type was no easy job. Because the ideographs, or characters, were at first made too large and the molds imperfect, the printing was not of good quality. Yung-lo ordered them made smaller, and better results were obtained. Later he complained that the small type was too difficult to read and went back to the larger size. After considerable experimenting they succeeded in getting the larger type satisfactorily cast.

It is characteristic of Japan that that empire was the first to "borrow" Korea's new invention. Although Korea later was under Chinese rule and China herself was the inventor of clay type, it was some time after Japan was using copper type that we find any trace of its use in China. Japan, then, as now, had a habit of making excursions to the shores of her

western neighbors and bringing back what she wanted in the way of civilization and other things. There is a tradition that she had found out what Korea was doing with copper type soon after the first Korean book appeared, but the most authoritative account is that Japan did not begin using the type until after the first invasion of Korea by the armies of Hideyoshi in the early sixteenth century. A large quantity of Korean copper type was brought back by one of the invading Japanese generals, Ukide Hideihe. This type was not only used by the Japanese in printing books, but served as models for the printers in casting type. The first books issued by the Japanese

paper so as to give it a smooth surface, and 5,819 boxes to hold the type. The type was cast and finished off with engraving tools afterward. The workmen received as their wages a small portion of rice per day, except the correctors and the copyists, who received three times the portion of the others. All worked from six o'clock in the morning until six o'clock at night.

Japan, although it clung to the use of the wooden blocks, especially for small publications, made rapid advancement in the use of movable metallic type. Books were printed and widely circulated, and, as far as the records show, the people of that country were much larger users of printing than the



A Scene in the Composing-Room of the Tokio "Asahi."

The *Asahi* (Rising Sun) is one of the leading newspapers of Japan and has a circulation of approximately 250,000. Note the long cases and the number of compositors with the sticks made of wooden boxes at each case.

are exact copies typographically of the Korean books, including the ornamental type used in the margins.

The first book was issued by the Japanese with the Korean invention in 1506. It was in three volumes, averaging a little more than ninety folios, with the pages $6\frac{3}{4}$ by 6 inches. Dealing with the early Japanese books, there is an interesting story of a printer, by the name of Iheyasu, who, in 1615, ordered a collection of stories written by a Buddhist priest printed in book form from copper type. He gave the order in March. On April 9 the compositors were at work, and one Chinaman was engaged to make any type that was needed in addition to the supply already on hand. The compositors worked at the rate of thirty pages a day and the book was out of the printers' hands by the middle of July. More than 13,000 new types were made by the Chinaman alone. The printer himself had a fatal disease and wished to live to see the work completed, but died a month before it was finished. He arranged all the minute details of the work, however, before his death. There were twenty-three workmen employed in all, consisting of two block-cutters, three engravers, ten compositors, five pressmen and three correctors of the press. There was some trouble in getting correctors of the press with sufficient intelligence, so monks from the famous temple at Kamakura had to be hired. The quantity of type in stock was 67,490 of large type and 32,708 of small size. There were thirteen printing boards or tables, forty-eight wedges, five boards for beating out the

Koreans in those early days. Their use of the Korean invention has resulted in the development of a race of readers, and the use of printing for everything except advertising, that rivals the countries of the western world from which it has gleaned its civilization of today. Everybody in Japan, from the coolie up to the cabinet officer, reads his newspaper, book or magazine. Today there are published in the empire some 5,000 newspapers and periodicals. As long ago as 1911, the last year for which statistics are available, there were published some 50,000 books in one year.

Every large newspaper in Japan today has its printing-establishment and its own typefoundry. To the American printer, accustomed to dealing with a language of twenty-six letters or a type-case of only seventy-eight letter-boxes, the difficulties that the Japanese compositor has in printing with movable type are readily apparent. The Japanese language is expressed visually by ideographs instead of letters, and the compositors must differentiate between 10,000 ideographs. It means that no one can become a compositor unless his training begins in childhood. The printing of the average newspaper there calls for 9,500 separate characters, of which 4,000 are in common use. The printer uses a wooden stick, and when he comes to a character that is not within his reach, he calls out to a boy, who scampers away to the other end of the case and gets it for him. These cases are about twenty feet long and five feet high.



BY E. M. KEATING.

The experiences of composing-machine operators, machinists and users are solicited, with the object of the widest possible dissemination of knowledge concerning the best methods of obtaining results.

Line Governor Not Needed with Thermostat.

A Nebraska operator writes to inquire if a line governor is required for artificial gas where a thermostatic governor is used on the metal-pot.

Answer.—A line governor is not needed as the valves in the thermostat control the orifice through which the gas must pass to the burner.

Stretching Bar-Point Prevents the Raising of Two Thin Matrices.

A Western operator sends the following reply to our suggestions: "I made the tests you mentioned as to the distributor, and stretched the bar-point. On replacing it, I found everything working all right in the test. The figures were lifted one-thirty-second of an inch, and the small letters (thin matrices) came up all right, one at a time. This is a great improvement over what it was before I followed your instructions."

Irregularity in Recasting of Slugs.

An Ohio printer writes as follows: "A machine in our shop has developed a peculiar kick such as I have never before experienced, and I would like to enlist the aid of the Machine Composition department. The trouble appears to be in the justification, but it is more than I can do to figure out the cause. It has happened every time so far in a line having six spacebands. The line will cast every other time only, and upon recasting it misses regularly every second time."

Answer.—The cause of the peculiar action of lines when justifying is rather obscure and we are unable to assign a reason for it, but suggest the following plan to determine it: Examine the face of the mold for protruding screws or metal. Take a brush and graphite the mold-keeper grooves and the grooves of the first-elevator jaws, also the top of the justification block. The aim is to minimize the friction. Then send in a line such as you mentioned. Lock spaceband shifter and recast. Watch the pump-stop block while recasting and see if the pump-stop is released each time, also observe how much clearance is given.

Matrices Drop Irregularly.

A Texas operator writes: "Will you please advise me how to remedy this trouble on a Model 5 machine? Lower-case 'b' and 'y' frequently fall in lower-case 'g' channel. Also, lower-case 'p' falls in lower-case 'v' channel. Matrices and channels are in good shape; there is no oil or dirt in sight; machine is one year old and no adjustment has been tampered with, and there are no matrices lying flat in channels. This trouble occasionally happens on ten-point. Eight-point runs all right. The partitions are not bent or battered."

Answer.—We would suggest that you try the following plan: Run out all the characters in the "g" channel; send a

"b" and a "y" into the distributor-box separately; turn the distributor-screws by hand, and when the character is near its dropping point hold it elevated so it will pass over its channel and re-engage the rails on the distributor-bar; continue turning the screws until the matrix finally falls. Touch the "g" key to see if it has fallen into that channel. We have found by experiment that matrices will often be carried beyond their original dropping point and fall into other channels because they were held up by a thin, flat matrix at their regular dropping point. You state that no flat matrices were found. However, the foregoing test may show that the offending matrices will always go into the same channel when they pass the proper point of dropping. Repeat the test several times and also try the other characters.

Transpositions Can Not Be Corrected by Oiling Assembler-Slide.

A Texas operator states that he has quite a number of transpositions marked on his proofs and also has trouble with the assembler-slide. He wonders if they are related troubles. He has oiled the assembler-slide and changed tension of the brake-spring, but to no purpose, as the proofs do not improve. He waits advice.

Answer.—We believe you can correct some of the trouble you are having by undoing what you have done by applying oil to the assembler-slide. Clean off all of the oil with gasoline, and do not in any case apply oil, or graphite, to the slide. Examine the square blocks, or shoes, on the brake. If you find these have their corners worn, change them so as to have the sharper corners bite on the slide. Increase the stress of the brake-springs and try operating, and see if the trouble is not minimized or entirely overcome. We would like to see one of your proofs, as we have, in other cases, noted transpositions that did not originate in the assembler. If you will send a proof we will examine it and submit our opinion.

Matrix Bruised on Under Side of Lower Front Lug.

A West Virginia operator encloses a matrix with the following letter: "Would you please tell me what is damaging our matrices on both bottom ears? They stick in the magazine when it looks perfectly clean. Gum rollers are new; matrix-release in magazine works fine. I think this widening out at the bottom ear holds them in the channels."

Answer.—When sending a question like the above, the operator should mention the model of the machine. We can then be more specific in our reply. The spreading of the lower corner of a matrix lug indicates an impact with something harder than the fiber piece in the assembling elevator, and we would suggest that you examine the point of contact in that elevator. If the fiber piece is worn or grooved, order a new one; in fact, order about six of them, and change as often as they appear worn. Examine the top of the lower assembler glass or brass

piece to see if there are any marks to indicate contact from lower front lugs. From the appearance of the matrix it would indicate impact of undue force in falling. Take a fine file and remove the burrs. The matrix will not be harmed by this treatment.

Transposition of Spacebands and Matrices.

A California operator writes: "I have had considerable trouble on a Model K with transpositions of the kind shown in the accompanying proof—that is, the spaceband coming in after the first letter in a new word instead of before. This seems to be the letter 't,' lower-case, more frequently than any other, but it always occurs in one of the first rows of lower-case letters—those that drop and assemble almost entirely by gravity, rather than those letters that are carried a distance by the assembler-belt. The spaceband seems to come down late, even after the 't' is assembled within the retaining pawls, but frequently it will come at the same time and land on top of the letter—the lower-case 't.' The keyboard is not speeded up; the chute-spring is not bent too low, and seems to be all right. I have taken off the spaceband box and cleaned it thoroughly, and it appears to be in perfect working order. The only change I have made since I came to work here was when I found the spaceband very stiff, so that it had to be pressed much harder than the other letters. I lightened the spring of the spaceband on the keybar a trifle, which remedied that trouble, so that the spaceband responds apparently all right to a reasonable touch; but the transpositions I mentioned persist, no difference one way or the other."

Answer.—Remove the spaceband cam and see if its pivot is dry, or if its milled edge is blunt. Attend to these details, if they require it. Some machines have a cam that is a trifle larger than the other cams. If this is the case on your machine, remove it and substitute some other cam, then try out a few lines. If none of the foregoing require attention, try roughing the roller with coarse sandpaper. If that does not improve matters, cut off about one-fourth of an inch of the spring on the spaceband keyrod. We are unable to suggest any further treatment, except to remove both front and back rolls and see that their bearings are not dry. A dry roller-bearing will cause the roller to rotate slowly and may cause some transpositions, although this does not seem to apply in the present case. Let us know the result of our suggestions. Possibly a close scrutiny of the parts may reveal some other details.

More About the Electrically Heated Metal-Pot.

The following statements have been received in reference to the electrically heated metal-pot, mention of which was made in this department in the December issue:

From the Intertype Corporation, San Francisco agency: "The Intertype Corporation is manufacturing a direct-current electric metal-pot and also an alternating-current electric pot. The latter is commonly called an induction pot. The heating elements we are now using are manufactured by the General Electric Company, which company is using them in all of its electric heating apparatus, as well as in metal-pots."

From the Orphans' Industrial School, Loysville, Pennsylvania: "A query in the December number of THE INLAND PRINTER about the electrically heated metal-pot for linotype machines came to my notice, and although you have very ably answered the question of the operator from the State of Washington, I desire to relate my experience to any others who may seek information. In December, 1915, a Model 15 linotype was installed in our printing-office, heated by a Cutler-Hammer electric pot. I was just a bit timid about the heating part, though the machine itself gave me no worry whatever, having spent the last eighteen years around a linotype. There was no electrician within miles of us who had ever seen one of these newfangled pots, or even a linotype, and the operator of

our electric plant—a very busy man—is four miles away. At that time the pot was not much more than an experiment. After the machine was erected, an electrician was secured and the pot connected with our private plant. The switch was turned on and in forty-five minutes we were ready to send in our first line, and perfect slugs have been cast from the first. No electrician has seen the machine since. All the necessary work, which consists of cleaning the contact points on the thermostat, has been done by ourselves, and after two years' use we are ready to declare the electric pot as far ahead of gas as the automobile is ahead of the ox and the cart. Most of our work consists of straight composition, thirteen and sixteen ems, six to twelve point, although we cast four to thirty ems six to twelve point with the same good results. Our machine is operated mostly by boys from twelve to sixteen years of age; in fact, the primary object of the plant is to teach the orphan boys at the Tressler Memorial Home a trade whereby they may earn a livelihood at the age of sixteen years, though at present we are doing upwards of \$20,000 worth of business (mostly church work) each year, and the profits go toward the support of the home. At the above age, our boy operators are able to make all the changes necessary from one job to another, and very little attention is necessary from older ones except to oversee the work. You are at liberty to use any part or all of this in your valuable journal, which comes to us regularly every month and is part of our equipment for instructing the boys."

GERMAN CONTROL OF CHILEAN PAPER TRADE.

Germany's pre-war control of Chile's paper trade is described in detail in a report by Special Agent Robert S. Barrett, who has just finished an investigation of South American paper markets for the Bureau of Foreign and Domestic Commerce, Department of Commerce.

In 1913, Germany sold Chile fifty-five per cent of its total imports of paper, England fourteen per cent, the United States thirteen per cent, France five per cent, and Belgium and Spain each four per cent. Probably not more than half of the paper credited to Germany was manufactured in that country, but the organization for world-wide export and the large buying power of the Hamburg wholesale paper merchants enabled them to quote lower prices than their competitors.

Since the war started the United States has greatly increased its share of the trade, and Special Agent Barrett believes that if this new business is handled carefully, with an eye to the future, much of it can be made permanent. It will take many years for firms to live down bad impressions made at this time.

Copies of "Chilean Market for Paper, Paper Products, and Printing Machinery," Special Agents Series No. 153, can be purchased at 15 cents each from the Superintendent of Documents, Government Printing Office, Washington, D. C., or from any of the district or coöperative offices of the Bureau of Foreign and Domestic Commerce.

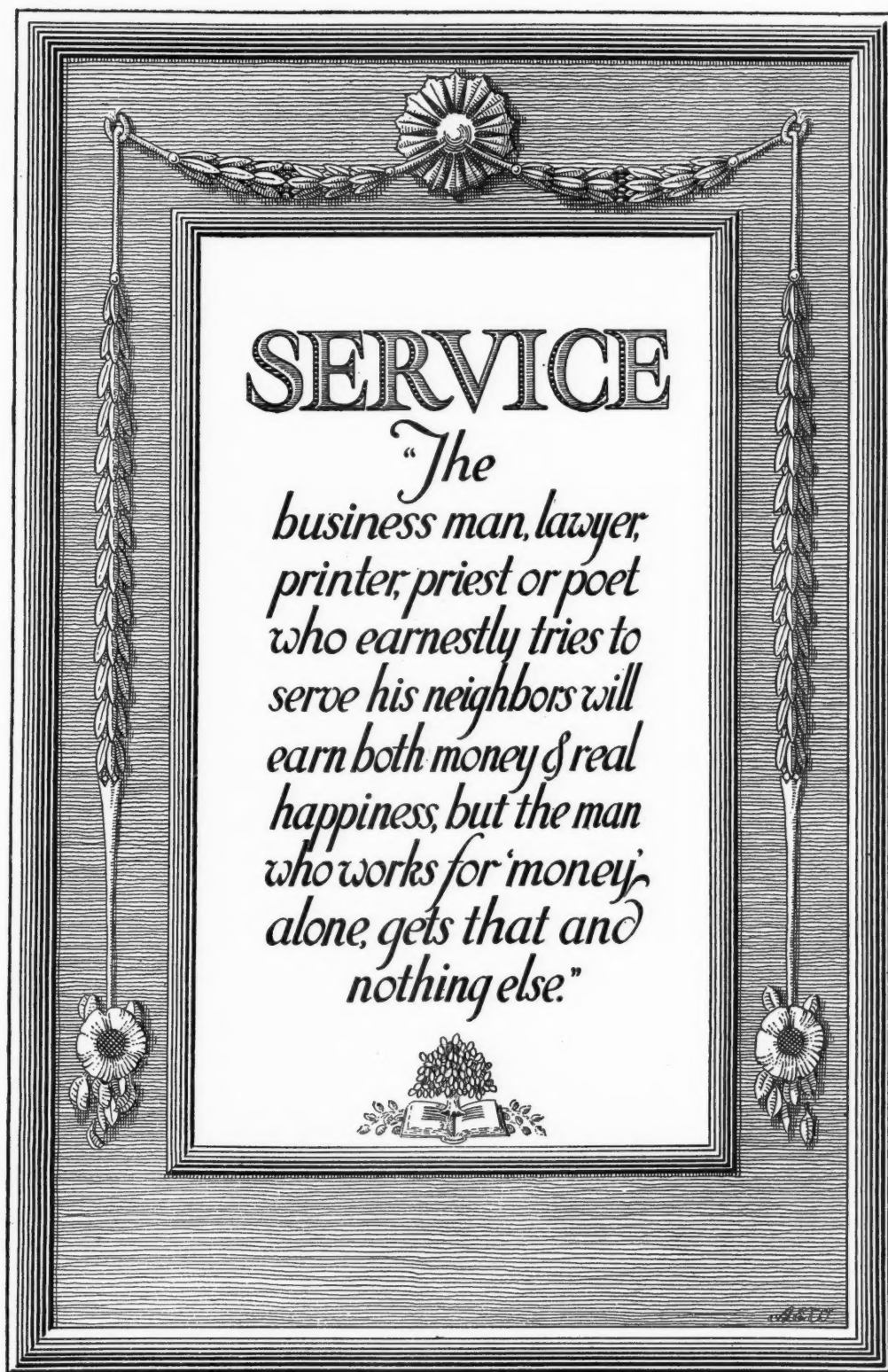
ACCURATE.

An editor had a notice stuck up above his desk on which was printed: "Accuracy! Accuracy! Accuracy!" and this notice he always pointed out to the new reporters.

One day the youngest member of the staff came in with his report of a public meeting. The editor read it through and came to the sentence: "Three thousand nine hundred and ninety-nine eyes were fixed upon the speaker."

"What do you mean by making a silly blunder like that?" he demanded, wrathfully.

"But it's not a blunder," protested the youngster. "There was a one-eyed man in the audience!"—*Minneapolis Tribune*.



Pleasing wall-hanger by The Holmes Press, Philadelphia, Pennsylvania. Original was printed on white Japan stock, which was mounted on heavy brown cover.



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"PRINTING FOR PROFIT."

BY STEPHEN H. HORGAN.



CHARLES FRANCIS tells in his book, just to hand, the experience of one who has spent fifty years of a most active life in the printing business and enjoyed it all, consequently his book is, primarily, pleasant reading. There are also wholesome philosophy and sound business ethics taught in every page. Practical details of every department of the printer's work, from the time he learns the trade until he establishes and conducts a business, are gone into, so that "Printing for Profit" is indeed profitable reading.

By way of preface, Mr. Francis says: "It is time that printing received its proper recognition as one of the greatest of world industries, the thing that makes civilization possible, the art that permits coöperation among mankind. . . . One aim of the present work is to make clear the modern conditions surrounding printing as a manufacturing industry; to demonstrate that, while it is an art, it has developed to such commercial proportions as to present broad manufacturing problems, very different from those that confronted printers of the last century, and requiring recognition for the future progress of the industry. Like other manufacturing, it tends to specialization, and the moneymakers in printing today are those who have most successfully developed some special line of work, doing it either better, faster or cheaper than before, and in many cases making progress in all three of these fundamentals of success.

"This is primarily a business book, but I have tried to present everything from a standpoint higher than the mere coining of dollars. While recognizing the necessity of measuring much of the progress of our industry by the popular commercial standard of money, yet I feel that we make real progress only as we make our surroundings harmonious, and that this always entails a development in that brotherhood which is willing to live and let live, which desires only a fair profit, and is unselfishly glad to see others also reaping a fair return.

"I have always seen to it that a profit was charged on every bit of printing that went through my establishment, even if it was not always collected. I have sought a profit, not only in dollars, but in character, and the esteem of my fellows in the world of ink and types. If I have won the latter I am indeed rich; if only the former, then I am poor. Therefore, in urging 'Printing for Profit' on the craft, I desire to be understood as urging profit in the broad sense of 'any increase of good from labor and exertion,' this being the excellent definition found in the Standard Dictionary."

It is an intensely interesting story, in itself, how this Australian boy wandered to Tasmania, where he began to learn the trade of printing with a wage of 62 cents a week, passed on to New Zealand, thence to London and finally to the United States, where, after many wanderings, he settled in New York and at the age of seventy years owns and manages a printery that does the printing and mailing of a publication every business day in the year. His life spans the printing industry from the day when everything was performed by hand until today, when machinery does it almost entirely.



Charles Francis,
Author "Printing for Profit."

Young Francis began printing on a hand-press that could be depended on to register within a half inch. The printer had to cast his own rollers, make his own lye from wood ashes, and got his imposing-stone from the tombstone-maker. He never saw a type-cabinet until 1870. Chases were made by the blacksmith. Type was considered fit for the hell-box when it was said to be "worn down to the second nick." When there was trouble in bringing up the impression, the remedy was a simple one "involving only plenty of squeeze."

The story of the rise of the Charles Francis Press is told by Spencer Lathrop. He tells something of the genial personality of this tall human dynamo who developed it all, who still gets to his office at eight o'clock in the morning, and who proves by his success that work wins. Mr. Lathrop says: "Other men in business recognize the rules for success, and violate them when they feel like it; so far as I know, Mr. Francis never did. He was a stickler for old-fashioned straightforward methods. He never had anything to conceal or cover up. When he did business with another man he laid all his cards on the table face up. By which I mean he never kept back what the other man had a right to know."

Of the twenty-eight chapters in the book, the one on "Relations with Employees" is most valuable. "My boys," Mr. Francis always calls his men. He says they are loyal producers. "When I conceded the eight-hour day to them," says Mr. Francis, "I called them together saying: 'Boys, I am going to give you the shorter day at the old pay. We won't fight about it, but remember that we will have to compete with some shops running nine hours at the same pay you are getting for eight, and if you don't make good, and produce as much as they do, this shop will have to either close up or be ratted.' The next month, running at eight hours, we had a larger production in the composing-room than we ever had under the nine-hour schedule."

Mr. Francis says that the flat scale of wages tends to the overpayment of the slow men and poorer workers and underpayment of the best and fastest workmen. He suggests that there be three grades of workmen, with three different wage rates according to their capacity. New men start in the lower grade and have to show a certain production and skill before they are raised to a higher class. He is very insistent on the necessity of schools for apprentices, and the reading of trade journals and technical books in the absence of such.

Telling of the starting of a printing business, Mr. Francis says that capital is always waiting for brains. Then he shows how mistakes are made. To illustrate: "There is a machine in the Charles Francis Press that cost \$25,000 to install. Probably it will be thrown out within fifteen years to make way for something better. The sinking-fund charge against that machine to replace its cost with interest is therefore \$12 a day. Other charges run the cost of operation up to \$60 a day, and as it has to be there ready for business at all times, with the men ready to run it, the cost is at least \$45 a day when it is not running. As it must sometimes be idle, it is obviously necessary to charge \$75 a day for its use, to be sure of a profit in the long run. This brings the cost up so that the work can be done about as cheaply on smaller, old-fashioned machines. However, this rapid machine turns out the work, which is in the

mails often a week before it could get there if produced by the old methods. So we look to the gain in service rather than reduction of cost in purchasing such a machine.

"This machine always has some idle hours, and as it stands there eating up \$45 a day, and costs only \$15 more if kept going on live work, there is a temptation to take in some job, say at \$35 a day, to fill in idle time. The poor business man would be very apt to yield to such temptation, and grab such a job as a filler. The more far-sighted recognize that the printery that starts to take fillers on which the overhead charge is not included, usually keeps on until all the work of the place is fillers taken below cost. Then it is too late to save things and an assignment follows."

Speaking of machinery, he says: "I see to it that my old machinery is broken up. It would be well if all old machinery, turned in in exchange, went to the junkman instead of being 'rebuilt' and put to work again to depreciate prices. I regret to say that a press manufacturer tells me that I am the only printer who does break up his old machines."

The chapters on "Profitable Financing," "Problems in Salesmanship," "Office Management and Keeping Accounts," "Securing Profit in Presswork," "Problems in Purchasing," "Estimating and Price-Making," "Ethical Problems of the Printer," are all subjects which Mr. Francis has learned about in the school of experience, and he gives freely of his knowledge. So highly valued is his opinion on financial matters that he is frequently consulted in the unscrambling of business eggs. This is not told in his book, neither is the fact that he is president of a bank and a director in many other enterprises.

A chapter is given to the "Growth of Trade Associations," and another to "The Printers' League of America," of which Mr. Francis is justly proud, as he was not only the founder of the league but its first president. This league has eight branches, or locals, with 313 employers as members, covering shops with 25,000 men and an invested capital of about \$50,000,000. As the trade-unions are part of the league he gives among the ten advantages gained by the league that: "Peace and harmony exist, strikes and lockouts are forgotten, arbitration of difficulties has proved a gain for both sides, and conciliation has reduced the previously existing friction to a minimum."

And so one might continue pointing out some of the valuable features of this book, but its most valuable purpose is to compel the reader to appreciate the printer's art. It is an inspiration to the young man entering the business, and will be a source of pride to those who have spent years engaged in what is now known to be the third largest industry in the United States. The book is published by Bobbs-Merrill Company, Indianapolis, and can be secured through The Inland Printer Company. Price, \$3, postage 10 cents extra.

STANDARDIZING CATALOGUE SIZES.

Paper-dealers and printers have long realized the bad practice of ordering catalogues and other publications without any regard to the question of whether the size selected cuts without waste from the regular size of paper. If the catalogues take a sufficient quantity to be what is called a "making" order, it is assumed there can be no question of the waste because the paper can be made the exact size.

The paper-dealer and the printer know better, and there is, if the printer estimates correctly, an additional charge made to insure against loss from overruns or underruns, possible delays in transit, the extra charge for less than 5,000 pounds, and possibly the extra freight for a less-than-car shipment.

Unfortunately, all the economic loss is not always borne by the consumer, but is likely to fall on the printer, the paper-dealer and the mill. When, for instance, the mill overruns the inside stock and underruns the cover, there is a loss which

someone has to pay for, and, unfortunately, it is not usually the man who orders the catalogue.

No systematic effort has yet been made to standardize the sizes of catalogues, but the same old wasteful, slipshod methods are employed that have been in vogue ever since catalogues were first issued. There has been some improvement in this respect among small weekly and monthly publications, but catalogue-makers have not as yet recognized the economy of standardization.

The National Association of Purchasing Agents seems to have grasped the idea, but has carried it to an extreme conclusion. At its annual meeting this summer it recommended that all catalogues be standardized to one size — 8½ by 11. This size was evidently selected because of its adaptability for filing in a letter-cabinet. But this size does not cut from any standard size of paper and would not fit in any machine-made envelope. It would require, for economical printing, a size larger than 32 by 44, but presses which will print larger than this size are exceptional and not in common use. Moreover, it is wholly unsuitable for most lines of business.

The size 7¾ by 10½ is the nearest size to this which will cut without waste from a regular size paper, 32 by 44, and could be one of the standard sizes, but it is useless to expect all catalogues to be made one size, as different lines of business require different sizes. It would be just as reasonable for the hatters to issue an edict that a No. 7 Derby should be the standard for all men.

The most that we can hope for is to secure the adoption of four standard sizes — 4¼ by 7, 6 by 9, 7¾ by 10½ and 9 by 12. The small, or pocket, size (4¼ by 7), which fits the requirements of a large number of lines — including the paper-dealer and envelope manufacturer — can be varied somewhat to suit the stock sizes of bond or book papers, according to which is used, without doing violence to the principle of standardization. These sizes ought to be sufficient to meet all requirements. Paper, envelopes and filing-cabinets are already standardized to suit these sizes.

In marked contrast to the purchasing agents' recommendation is the suggestion of a well-known advertising house that catalogue-makers confine themselves to forty-eight sizes, all of which, it is shown, can be cut from seven regular sizes of paper.

This suggestion is supposedly offered in the interest of standardization and economy. It has the merit, at least, of being one step in the right direction. Somewhere between these widely divergent ideas lies the true solution of the problem.

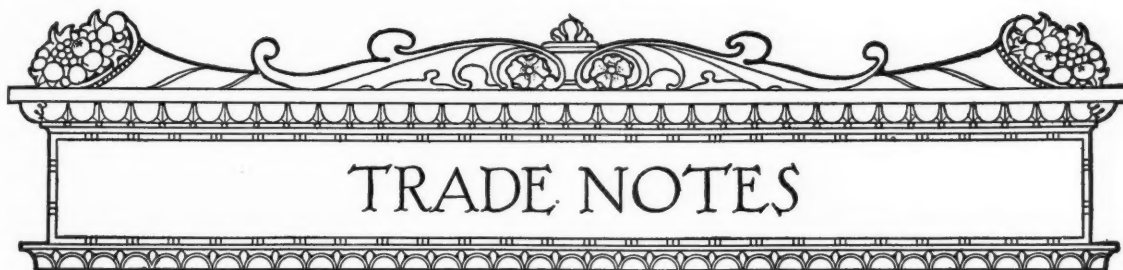
Probably nothing practical will ever be accomplished until representatives of advertising houses, purchasing agents, paper men and printers get together and agree on something.

At no time has there been such urgent need for this reform. We are learning the folly of waste and the necessity of greater efficiency. With a congested freight condition, which is getting worse every day, it is impossible to promise deliveries of odd sizes within any reasonable time, and a rush order is out of the question.

Service and efficiency are the watchwords of every business house today, and standardization means service and greater efficiency.—Arthur H. Smith, in "The Al-Cor," *House-organ of The Alling & Cory Company, Pittsburgh, Pennsylvania.*

A "LESS" WEEK.

Wheatless Wednesday and meatless Tuesday have been supplemented with an iccreamless Thursday by San Francisco. Optimistic Seattle has added a blueless Monday, and Tacoma, not to be outdone, offers a jinxless Friday. Another well-known city — not calling any names — has adopted a bathless Saturday. And as there is only one day left we will do our bit by observing a restless Sunday.—*Exchange.*



Brief mention of men and events associated with the printing and allied industries will be published under this heading. Items for this department should be sent before the tenth day of the month.

Mrs. Clara J. Shepard Resigns Official Positions.

Because of prolonged absence from the city, Mrs. Clara J. Shepard, treasurer and a director of The Inland Printer Company, and also of The Henry O. Shepard Company, has resigned her official positions in both corporations. The vacancies thus created will be filled at the annual meetings.

Standard Engraving Company Buys Another Large Plant.

Late in December the management of The Standard Engraving Company, Incorporated, 143-145 West 40th street, New York city, purchased the plant and good-will of the engraving department conducted by the New York office of the American Press Association. When advising THE INLAND PRINTER of the purchase of the association's plant, E. F. Chilton, president of the Standard organization, wrote that as soon as alterations were completed the consolidated plants would occupy the twelfth floor of the American Press Association building. The name of the amalgamated plants will be The Standard Engraving Company, Incorporated.

Joseph E. Ralph Located.

When Joseph E. Ralph resigned as director of the Bureau of Engraving and Printing, at Washington, he was presented with an immense chest of silver from his old employees as an indication of the esteem in which they held him. He then disappeared from Washington and his old friends wondered what had become of him. He was taking a well-earned rest, and is now back in Washington as vice-president and general manager of the American and Foreign Sales Corporation, the business of which is to act as manufacturers' representative before this government and foreign countries.

The corporation will bring the United States government purchasing departments into direct contact with manufacturers both in this country and abroad. He expects to have agencies in

all parts of the United States and in foreign countries, and will specialize in print-paper, printing machinery and equipment, in which Mr. Ralph is widely known as an expert.

Sam J. Turnes Now with Burnett & Weinberger Company.

The Burnett & Weinberger Company, successors to Schlaue, Burnett & Co., has announced the addition of Sam J. Turnes to the organization, his position being that of sales service manager. The identification of Mr. Turnes with the Burnett & Weinberger Company is an indication that the company intends going out after business on the complete service basis to a greater extent than ever.

"The Romance of Types."

Frederic W. Goudy, the type-designer, presided at the meeting of The American Institute of Graphic Arts, New York city, at which "Type-Faces" was the subject for discussion. He illustrated his address on "The Romance of Types" with enlargements of type-faces, and showed pages of rare books in which famous types were used. It was indeed a romantic story, that of the origin of the roman types, the influences that brought about deterioration and the reaction that restored purity of style. Among the large audience were numbers of women who showed intense interest in the subject under discussion.

"The Legibility of Type" was the subject of Dr. Harry L. Koopman's talk. Doctor Koopman is librarian at Brown University and has made a study of the comparative ease with which different types can be read. He explained the scientific tests made on this subject at Clark University and their value in type-designing.

J. Horace McFarland, of the Mount Pleasant Press, Harrisburg, Pennsylvania, explained how different readers scanned type-pages. Some of them developed a faculty for taking in at a glance not only words, but whole sentences. Colonel Roosevelt, he said, had developed the latter faculty, and by actual test Mr.

McFarland found that the Colonel could glance over a full page of type-written matter and not only read it in a few seconds but be able to repeat it from memory. Being a hasty reader, Colonel Roosevelt is intensely interested in the legibility of types.

Henry L. Bullen, librarian of the Typographic Library and Museum of the American Typefounders Company, Jersey City, showed how inadequate the present copyright and patent laws were in protecting type-designs. He urged that the American Institute use its powerful influence with the present congress in the matter.

Edward B. Edwards will preside at the February meeting of the Institute, when Jay Hambidge, the artist, will explain the simple principles which he has discovered that underlie all Egyptian and Greek art.

United Typothetæ of America News Notes.

Blanks have been sent to the members of the United Typothetæ of America, for reports of their hour-costs for the year 1917. These reports, when submitted by members operating the Standard cost-finding system, are used in making up the composite cost average for the past year. It is suggested that printers desiring to assist the Cost Commission by sending in their figures begin at once the compiling of their statistics so that the blanks may be filled out promptly and sent to the national office. An extra effort now on the part of each contributor will mean an early publication of the composite statement of cost of production for the year 1917.

Over 250 students have been enrolled in the Standard Estimating Course for Printers. Some of these enrolments represent individuals taking the course by correspondence while others represent individuals taking the course by group study, which is carried on through local organizations. Those interested in estimating and cost-finding and wishing to obtain full particulars are invited to write national headquarters, Chicago.

The demands for the services of cost accountants is ever increasing. Many local organizations are adopting an accounting service in connection with their other activities; this service, under the supervision of the accounting staff of the national organization, is conducted by having a qualified accountant employed by the local association to render assistance directly to each member as the occasion demands. Wherever tried, this plan has met with genuine success and worth-while results have been obtained. Many individual members throughout the country are requesting cost installation service, which puts heavy demands on the field accountants of the national organization.

A Clearing-House for Teachers of Printing.

The International Association of Teachers of Printing has established a coöperative bureau for placing printing instructors in teaching positions. The association has its home at 444 West Fifty-seventh street, New York city, and is preparing to list all applicants for teaching positions and to receive requests from school boards and superintendents where vacancies exist. The association will charge no fee and will make no direct recommendations of applicants or positions. It will rather afford a clearing-house for bringing together the school system which is in need of a teacher and the teacher who is in need of a position.

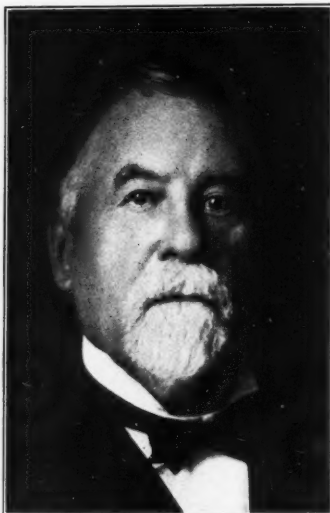
Joseph A. Donnelly, president of the association, will be glad to answer all inquiries concerning both the work of the association and of its coöperative teachers' agency.

John Wesley Ostrander Passes Away.

Again, with deep regret, *THE INLAND PRINTER* chronicles the passing on of a well-known, familiar figure in graphic arts circles. John Wesley Ostrander, founder of The Ostrander-Seymour Company, manufacturer and dealer in machinery for electrotypes, stereotypers and engravers, Chicago, Illinois, passed away in Los Angeles, California, December 3, 1917, in his seventy-fourth year.

Mr. Ostrander was born in New York State, and when twelve years of age removed with his father and family to a farm near Plainfield, Wisconsin. When the Civil War broke out he enlisted in an artillery regiment and served throughout the struggle. At the close of the war he came to Chicago, where he first attended business college and then secured a position in a small machine-shop owned by Messrs. Hartt and Hobson, who specialized in the repairing of printing-presses. In 1866 he was

made a partner in the concern, and, largely through his efforts, Hartt & Co. became one of the leading firms of its kind in Chicago. Things were going along nicely when the company's plant was totally destroyed during the great Chicago fire of 1871. Having carried insurance in local companies, all of which failed as a result of their immense losses, the loss of the company was complete, and Mr. Ostrander was made



John Wesley Ostrander.

penniless. Once more he began to build, and in 1881 he purchased an interest in the firm of Huke & Spencer, the name of which was changed to Ostrander & Huke and later to The Ostrander-Seymour Company, of which Mr. Ostrander was president until his death.

Mr. Ostrander lived an active and useful life, although beset with more difficulties than the average man. The result of his troubles, however, was to strengthen him, developing in him courage and determination which had much to do with his ultimate successes. His counsel was valued by many business acquaintances and friends.

National Foreign Trade Convention.

The Executive Committee of the National Foreign Trade Council has issued an announcement to the effect that, owing to the railroad congestion and the desire of the council to coöperate with the Government in the relief of the situation due to the war, the dates of the fifth national foreign trade convention, to be held at Cincinnati, Ohio, have been changed from February 7, 8 and 9 to April 18, 19 and 20.

The theme of the convention will be "The Part of Foreign Trade in Winning the War," and approximately one-half of

the time will be devoted to the presentation and discussion of papers and reports dealing with different phases of this theme. The remainder will be given over to group sessions for the intensive discussion of single problems under the leadership of specially qualified experts. Several of the papers to be presented will deal with measures necessary for American foreign trade in order to meet the new situation after peace is restored, and to hold the gains it has made in recent years—organization in production and coöperation in marketing.

Those desiring complete particulars regarding the convention may obtain them by addressing the secretary, O. K. Davis, 1 Hanover square, New York.

The Denver, Colorado, Printing-Trades.

The Denver printers are to be congratulated upon securing the services of Henry Allen as secretary of their organization, the Denver Typothetae. Mr. Allen is too well known throughout the country to need introduction. His wide knowledge of the printing business, his former connection as national secretary of the Ben Franklin Club of America, and also as secretary of the Ben Franklin Club of St. Louis, give him an insight into organization work and the needs of the printers that will make him an exceptionally valuable addition to the Denver field.

The work of the Denver Typothetae is going on with vigor. At a meeting of the members, held recently, officers were elected as follows: President, J. B. Stott; vice-president, Thomas C. Egan; treasurer, C. F. Hoeckel; recording secretary, Rollie W. Bradford.

President Stott has named the chairmen of the various committees as follows: Educational, T. K. Wonderly, of the Robinson Printing Company; Cost-finding, B. Z. Miles, of Miles & Dryer; Membership, C. M. Welch, of the Brock-Haffner Press Company; Finance, M. R. Foley, of the Smith-Brooks Company; Legislation, A. D. Meyer, of Alexander & Meyer Company; Credits and Collections, C. F. Hoeckel, of the C. F. Hoeckel Stationery & Lithographing Company; Trade Matters, Otto F. Thum, of the Union Printing Company; Insurance, J. Harry Carson, of the Carson-Harper Company; Entertainment, C. C. Houston, of the United Labor Bulletin Company.

The headquarters is at 420 Chamber of Commerce building. A suite of three offices serves the members, including a large assembly hall for classes and other meetings.

The annual meeting of Group No. 43 of the Denver Civic and Commercial

Federation, which embraces the printing and allied industries of the city, was held on December 14, at the Hotel Metropole. Dinner was served under the presidency of Orville Smith, of the Smith-Brooks Printing Company, who has acted as head of the group during the year. J. H. Canfield, of the Carson-Harper Printing Company, was unanimously chosen to succeed Mr. Smith, and J. H. Hines, of the United Labor Bulletin Publishing Company, was chosen as vice-president to succeed Otto Thum, of the Union Printing and Publishing Company. The rest of the evening was given to discussing matters of interest to the printing business, and Secretary Henry Allen of the Typotheta delivered an address, in the course of which he spoke of the satisfactory progress that had been made by the organization since its inception and of plans for its further development.

The oldest printers' organization in Denver, known as the Pioneer Printers' Association, will celebrate Horace Greeley's birthday on February 4 with a banquet and ladies' night at the Metropole Hotel. The attendance will be large, as the event is looked upon as one of the best held in the city.

Seventy Years of Successful Business.

Seventy years of continuous and highly successful business — this is the splendid record of the William Mann Company, of 529 Market street, Philadelphia. This remarkable enterprise has steadily grown to its present size from a small and modest beginning back in 1848. The growth and development has been healthy and substantial from year to year. Today, the William Mann Company stands in the first line of the leading printing, lithographing, engraving and stationery manufacturing concerns of the United States.

So full has been the business success of the company, its good reputation and trade extend not only through all States in the Union, but extend also throughout South America, Cuba, and other foreign countries. These gains have come as a reward for the company's honest dealings with patrons, excellent service rendered and the uniform high quality of the products it handles.

The William Mann Company was founded by the late William Mann, whose well-known name the house continues to bear. Upon the death of the founder, his son, Joseph H. Mann, became head of the business. When he died, he was succeeded by a younger brother, Charles H. Mann, who passed away in October, 1910. The business then came under the control of Harry A. Prizer, who at that time was vice-

president of the company and is now president and general manager.

The other officers of the company are: John B. Buzby, treasurer; C. H. Prickitt, assistant treasurer; H. A. Davis, secretary, and Joseph S. Wilds, assistant secretary.

New Secretary for Central Division of Printing Teachers' Organization.

Harry R. Hayes, of Denver, Colorado, has been appointed secretary of the Central Division of the International Association of Teachers of Printing. Mr. Hayes has been identified with



Harry R. Hayes.

vocational school work in printing since 1911, in which year the Denver Board of Education considered the opening of the Denver School of Trades. After consultation with several of the leading employing printers of the city, Mr. Hayes was selected to take charge of the school and has made a wonderful success of it. His course of study is pronounced by many of the leading educators of the United States as the best of its kind, as it is absolutely original and carries the student from one branch of composition to another, step by step, and incorporates an unusual personal interest in the work. The course comprises 275 specimens of all kinds of composition, from the most simple card or envelope to the most intricate tabular work, imposition, lock-up, presswork, bindery and office exercises; in fact, every kind of work a compositor must do.

The Denver Board of Education has recently installed several new printing plants in the city schools and Mr. Hayes has been appointed supervisor of printing. He is endeavoring to get his course of study in print so that other teachers of printing may have the benefit of it.

Mr. Hayes was born in Des Moines, Iowa, June 8, 1877, and after attending the elementary schools and high schools of that city, began working in the office, bindery, pressroom and composing-room of the George A. Miller printing-plant. He was placed in charge of the composing-room in 1897, and was promoted to superintendent of the printing department in 1903, in which position he remained until 1906. After one year on the newspapers of Des Moines he went to Colby, Kansas, where he operated the *Colby Tribune* for about nineteen months. Having no special love for the western plains, and desiring to go farther west, he arrived in Denver, Colorado, in August, 1908, and went to work in the composing-room of the W. H. Kistler Stationery Company, where, after six months, he was promoted to superintendent.

Mr. Hayes enjoys the distinction of being numbered among the prize winners in many ad writing, ad setting, and technical composition contests, among which are the Century Dictionary, Cyclopedia and Atlas advertising contest of a few years ago, and the Wetter Numbering Machine contest.

Craftsmen See Industrial Exhibits.

The regular monthly meeting and dinner of the Philadelphia Club of Printing House Craftsmen was held on Thursday evening, January 10, on the Winter Roof Garden of the Hotel Bingham, with about 100 craftsmen and guests in attendance.

After giving close attention to several exhibits of printing machinery and appliances, the Craftsmen got down to regular business. Norman E. Hopkins, secretary, read a report which proved that the club was in first-class financial condition. The annual election of officers was then held, with the following result: Ray Miller, president; John A. Harbison, vice-president; Justin Miller, treasurer; Norman E. Hopkins, secretary. Board of Governors: G. W. Umpehent, Edward Magee, Ralph Ezekiel, Oscar Hale, Harry Blaetz and H. C. Appleton.

Retiring President Charles W. Smith was presented with a solid gold insignia of the craftsmen. Charles Stinson, of the Gatchel & Manning Company, made the presentation address. Mr. Smith had served the club as president for the last two years. He spoke with feeling in response to the kind mark of appreciation bestowed upon him by the craftsmen in attendance.

The annual meeting and banquet of the club will be held at the Bingham Hotel on Thursday evening, February 14. This will be the most important celebration of the club for the season, as it marks the eighth birthday of the organization.

AMONG THE SUPPLY HOUSES

Walter W. Quinby Now with A. C. Allen Paper Company.

Walter W. Quinby, who for several years past has been connected with the Duboc Paper Company, is now associated with the A. C. Allen Paper Company, of Chicago, as manager of sales. Mr. Quinby is well known in the printing-trade, having formerly been in the photoengraving and printing business. While superintendent of the publishing plant of the W. D. Boyce Company he originated the idea which resulted in the organization of the Chicago Printing Crafts Association, and was its first president. The A. C. Allen Paper Company is a concern that is doing a large and growing business in mill shipments of papers of all kinds and grades, representing many of the best mills in the country, and Mr. Quinby, with his wide knowledge of the printing business, should prove an especially valuable addition to its force.

Chicago Branch of American Type Founders Company in New Quarters.

The Chicago offices of the American Type Founders Company are now located at 517-519 West Monroe street, having recently been moved from 210-212 West Monroe street where they had been for the past twenty years.

The new location is between Canal and Clinton streets, just a block west of the Union Depot and the same distance south of the Northwestern railroad station. This is in the midst of the new "Monroe street district," the scene of much business activity resulting from the building of the new Union Station and also the Monroe street bridge, which will make this street a most important east and west thoroughfare.

That this is a well-selected location from a standpoint of service to the general trade is evident by its proximity to shipping centers and city transportation lines. These facilities will even be improved by the new bridge, now well on its way to completion, and the new union station which is to be located on Adams street nearby.

Oswego Machine Works Makes Large Growth.

During the past year, the Oswego Machine Works, manufacturer of cutting machines, has practically doubled its machine equipment, has added a new steel, stone, glass and cement building, and has otherwise increased its facilities to conserve the condition, always aimed at, of being able to ship any one of the

many sizes and styles of Oswego cutters promptly, even in the face of greatly increased business.

Neil Gray, Jr., of the company, has made announcement to the trade of the appointment of James I. Beall as Southwestern representative. Mr. Beall's headquarters are 1500 Central National Bank building, St. Louis, Missouri, and he expects to cover the Middle West and the Southern States.

Since the above announcement was received, THE INLAND PRINTER received a personal call from H. L. Thompson, who is now opening a new office for the company in Chicago at Room 436, First National Bank Building. Mr. Thompson was formerly connected with the Boston office of the American Type Founders Company in the capacity of western New England representative, holding that position for nineteen years. He will cover the States of Illinois, Wisconsin, Michigan, Indiana and Iowa for the Oswego Machine Works.

Berger & Wirth an American Concern.

Now that the Government is desirous of learning whether American firms which formerly held German connections retain such relationship, and since the "Made in Germany" sign has lost its prestige and fallen into disrepute, houses which formerly had branches in Germany or which were branches of parent houses in the land of the war lords, or which, while American, had German names, are busy making their status plain to the Government and the people. The ink-manufacturing firm of Berger & Wirth, which at one time was connected with a house of similar name in Germany, is now a strictly American concern. Since the incorporation of this company in 1908, almost ten years ago, not one dollar's worth of stock has been owned by any one outside the United States, so, apparently, the firm is entitled to a clean bill of health and the good-will of all other American firms.

J. A. Richards Company Announces Two New Composing-Room Saws.

The J. A. Richards Company, formerly of Albion, but now of Kalamazoo, Michigan, announces the addition of two new machines to its popular line of Multiform composing-room saws and diemaking machinery. One of these is a large pedestal style of machine, every feature of which, even to the motor, is enclosed inside the frame or pedestal. The various changes from one operation to another are made by shifting nicked levers on the front of the massive pedestal. The circular trimming saw, drilling and routing heads, or jig-saw mortising com-

binations, can be brought into action in an instant's time. The name of this machine is the Multiform DeLuxe saw.

The company has also added to its line of moderate-priced saws a new combination of the No. 10 style, having improved point-system gages, a large and heavy swinging neck and other improved features designed to make the machine more efficient.

Any one interested in saws, diemaking machines, or dies for cutting cardboard, paper, etc., would do well to write the Richards Company for its descriptive literature.

New Sales Manager for Ware Coated Paper Company.

Henry J. Fackiner, who has been with Louis Dejonge & Co., 60 Duane street, New York city, for the past nineteen years, has accepted the position of sales manager of the Ware Coated Paper Company, Ware, Massachusetts. Mr. Fackiner started in his new position on January 1, making his headquarters in new offices established by the company at 710 Park Row building, 13-21 Park Row, New York city. From this office Mr. Fackiner will direct the selling for the company and will do considerable traveling himself.

The mill of the Ware Coated Paper Company at Ware, Massachusetts, has been in operation but a few months. It was built especially for the production of fine coated papers. Even though a newcomer in the field, the plant is working at capacity, the business showing a steady growth.

West Virginia Pulp and Paper Company Opens New York City Warehouse.

On January 15, the West Virginia Pulp and Paper Company invaded New York city, on which date a warehouse and sales office similar to that operated for a number of years at 732 Sherman street, Chicago, Illinois, was opened at 200 Fifth avenue. This company, one of the largest manufacturers of book-paper in the world, sells its product direct to the printer.

The company has stocked only eleven of its lines of paper in the metropolis but will carry large quantities of each individual item, thus assuring customers prompt delivery. Printers, publishers and lithographers should get their names on the company's mailing-list for copies of the "Mill Price-List" which is issued on the first and fifteenth of each month. Write the nearest house.

The announcement of the opening of the New York office is especially striking, being a broadside printed on heavy enameled stock.

THE INLAND PRINTER

HARRY HILLMAN, EDITOR.

Published monthly by

THE INLAND PRINTER COMPANY

632 SHERMAN STREET, CHICAGO, U. S. A.

ADDRESS ALL COMMUNICATIONS TO THE INLAND PRINTER COMPANY.

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No. 5

THE INLAND PRINTER is issued promptly on the first of each month. It aims to furnish the latest and most authoritative information on all matters relating to the printing-trades and allied industries. Contributions are solicited and prompt remittance made for all acceptable matter.

Members of Audit Bureau of Circulations; Associated Business Papers, Inc.; Chicago Trade Press Association; National Editorial Association; Graphic Arts Association Departmental of the Associated Advertising Clubs of the World; New York Master Printers' Association; Printers' Supplymen's Club of Chicago; Advertising Association of Chicago.

SUBSCRIPTION RATES.

One year, \$3.00; six months, \$1.50; payable always in advance. Sample copies, 30 cents; none free.

SUBSCRIPTIONS may be sent by express, draft, money order or registered letter. Make all remittances payable to The Inland Printer Company.

When Subscriptions Expire, the magazine is discontinued unless a renewal is received previous to the publication of the following issue. Subscribers will avoid any delay in the receipt of the first copy of their renewal by remitting promptly.

Foreign Subscriptions.—To Canada, postage prepaid, three dollars and fifty cents; to all other countries within the postal union, postage prepaid, three dollars and eighty-five cents, or sixteen shillings, per annum in advance. Make foreign money orders payable to The Inland Printer Company. No foreign postage stamps accepted.

IMPORTANT.—Foreign money orders received in the United States do not bear the name of the sender. Foreign subscribers should be careful to send letters of advice at same time remittance is sent, to insure proper credit.

Single copies may be obtained from all news-dealers and typefounders throughout the United States and Canada, and subscriptions may be made through the same agencies.

Patrons will confer a favor by sending us the names of responsible news-dealers who do not keep it on sale.

ADVERTISING RATES.

Furnished on application. The value of THE INLAND PRINTER as an advertising medium is unquestioned. The character of the advertisements now in its columns, and the number of them, tell the whole story. Circulation considered, it is the cheapest trade journal in the United States to advertise in. Advertisements, to secure insertion in the issue of any month, should reach this office not later than the fifteenth of the month preceding.

In order to protect the interests of purchasers, advertisers of novelties, advertising devices, and all cash-with-order goods, are required to satisfy the management of this journal of their intention to fulfil honestly the offers in their advertisements, and to that end samples of the thing or things advertised must accompany the application for advertising space.

THE INLAND PRINTER reserves the right to reject any advertisement for cause.

FOREIGN AGENTS.

JOHN HADDON & Co., Bouverie House, Salisbury square, Fleet street, London, E. C., England.

RATHBY, LAWRENCE & Co. (Limited), De Montfort Press, Leicester, England.

RATHBY, LAWRENCE & Co. (Limited), Thanet House, 231 Strand, London, W. C., England.

PENROSE & Co., 109 Farringdon Road, London, E. C., England.

WM. DAWSON & SONS, Cannon House, Brems buildings, London, E. C., England.

ALEX. COWAN & SONS (Limited), General Agents, Melbourne, Sydney and Adelaide, Australia.

ALEX. COWAN & SONS (Limited), Wellington, New Zealand.

F. T. WIMBLE & Co., 87 Clarence street, Sydney, N. S. W.

H. CALMELS, 150 Boulevard du Montparnasse, Paris, France.

JOHN DICKINSON & Co. (Limited), Cape Town, Durban and Johannesburg, South Africa.

JEAN VAN OVERSTRAETEN, 3 rue Villa Hermosa, Brussels, Belgium.

A. OUDSHOORN, 23 Avenue de Gravelle, Charenton, France.

WANT ADVERTISEMENTS

Prices for this department: 40 cents per line; minimum charge, 80 cents. Under "Situations Wanted," 25 cents per line; minimum charge, 50 cents. Count ten words to the line. Address to be counted. Price invariably the same whether one or more insertions are taken. Cash must accompany the order. The insertion of ads received in Chicago later than the fifteenth of the month preceding publication not guaranteed. We can not send copies of The Inland Printer free to classified advertisers.

BUSINESS OPPORTUNITIES.

OFFICIAL NOTICE—In compliance with Section 30, Constitution and By-Laws of the Sovereign Camp, Woodmen of the World, proposals to print and deliver at its office in Omaha, Nebraska, blanks, blank-books, stationery, advertising leaflets, constitutions and by-laws, receipts, blank applications, etc., as needed during the year 1918, are invited. Specifications and conditions will be furnished on application to W. A. Fraser, Sovereign Commander, and John T. Yates, Sovereign Clerk, W. O. W. building, Omaha, Neb., and will be submitted at the first meeting in 1918 of the Sovereign Executive Council, it being understood that should any or all of the bids submitted be unsatisfactory, they may be rejected and proposals again invited. W. A. FRASER, JOHN T. YATES, Supply Committee, Sovereign Camp, Woodmen of the World, Omaha, Neb., October 1, 1917.

LARGE JOB-PLANT—The owners, publishers, wish to be relieved of the work necessary to superintend it; plant now making money; with a progressive owner, will be one of the most profitable in this city; plant has 12 up-to-date cylinders, 4 late model linotypes, automatic jobbers, bindery machinery for the publications printed; work from the present owners will be enough to meet payments extending over 2 years; \$20,000 cash necessary; intertype with motor \$1,200; 16-page list of bargains for the asking. PECKHAM MACHINERY CO., Marbridge bldg., New York city.

PRINTING-PLANT with established business location, only \$950; one 28 by 42 cylinder, two 10 by 15 C. & P. presses, one Pearl, electric motors for each; large variety of type; one 32-inch cutter, lead and rule cutter, perforator; most everything needed in an office; retiring from business and will give long lease, \$16 per month as rent, electric power 3 cents per unit. C. B. MORGAN, 2514 Church av., Cleveland, Ohio.

PRINTING-PLANT FOR SALE in factory town near Chicago; first-class equipment; linotype with 5 sets of matrices, 2 large presses and 2 Gordons, motors, bindery, etc.; doing nice business, magazine and book contracts, catalogues and commercial work; will sell on suitable terms. F 417.

FOR SALE—Best newspaper and job plant in Pennsylvania county-seat town; county and county officers Republican; war draft breaks partnership; gilt-edge proposition for man who has the money; no triflers. JOS. S. JOHNSTON, Drawer H, Emporium, Pa.

PARTNER—Printer wanted to assist in developing fine job-printing business; first-class plant, doing about \$25,000 a year, which can be doubled in this field; want inside man, a producer with a good record, also must invest \$3,000 in the business. F 93.

A FAIR-SIZED FIRM in Middle West desires connection with two real linotype men, the object being the leasing of its two-machine plant and contracting its composition; fine opportunity for right parties; correspondence confidential. F 578.

BUSINESS FOR SALE—Complete, up-to-date job-office in town of 40,000; manager gone to war and the plant to be sold; fine opportunity; investigate. F 571.

PRINTING-PLANT, Chicago, Ill., central location; 1 pony cylinder, 4 jobbers, regular equipment; doing \$25,000 a year business; price \$5,500, terms. F 574.

FOR SALE—Best-paying two-machine trade linotyping shop in southern California; would sell half interest to right party. F 563.

ENGRAVING METHODS.

ANYBODY CAN MAKE CUTS on ordinary sheet zinc at trifling cost with my simple transferring and etching process; skill and drawing ability not required; price of process, \$1; circular and specimens for 2-cent stamp. THOS. M. DAY, Box 1, Windfall, Ind.

FOR SALE.

FOR SALE—Secondhand Kidders; one all-size adjustable rotary press, size 43 by 56 inches, minimum sheet 26 by 34 inches, cuts anything between, prints two colors on top and one color on reverse side of the web, has traveling offset web and can do 133-line-screen half-tone printing; machine in A-1 condition, with complete equipment; immediate delivery; also one Straight Kidder rotary press, size 28 by 20 inches, printing one color on each side of the web, press equipped to deliver product either flat or folded, speed 8,000 to 10,000 revolutions per hour; machine in perfect condition, has never been used; possession at once. GIBBS-BROWER CO., 261 Broadway, New York city.

Megill's Patent SPRING TONGUE GAUGE PINS



QUICK ON

Send for booklet this and other styles.

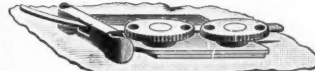
MEGILL'S PATENT Automatic Register Gauge

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From us or your dealer. Free booklets.

Megill's Patent DOUBLE-GRIP GAUGES



WISE GRIP

Send for booklet this and other styles.

Please Mention THE INLAND PRINTER When Writing to Advertisers.

FOR SALE—Special machinery: 22½ by 24½ Universal embosser and cutter and creaser, \$550; 29 by 42, 4-track Hoe drum cutter and creaser, \$1,000; 47 by 66 Babcock Optimus cutter and creaser, with rear bottom delivery, \$1,500; 12 by 16 plate Hoe rotary for bags, etc., \$400; 20 by 28 Union all-size rotary, with adjustable cut-off, \$900; 15 by 29 two-color rotary, with rewind, \$400. Tell us your wants. **WANNER MACHINERY CO., Chicago.**

FOR SALE: DEXTER COMBINATION FOLDING-MACHINE—Will take sheet from 19 by 25 to 36 by 48; this machine is quickly adjustable to make 3, 4 or 5 right-angle folds; this machine has recently been rebuilt by the Dexter Folder Company and has never been used since; it is as good as new in every respect; a bargain. **THE KEMPER-THOMAS COMPANY, Cincinnati, Ohio.**

FOR SALE—Large stock printing and binding machinery, pony and large two-revolution and drums, paper-cutters, stitchers, circular folding-machines, Sheridan and Seybold book-trimmers; 30 and 36 inch table-shears; Hickok and White foot and power numbering-machines; 28-inch power punch. Tell us your wants. **WANNER MACHINERY CO., Chicago, Ill.**

ENTIRE EQUIPMENT, paper stock and Ruxton inks; one Miehle No. 4, extension delivery; 3 auto presses, 11 by 17; 3 jobbers, 8 by 12; big stock of white writing and coated book papers, mostly 22 by 34—40; type at 27 cents per pound; prefer to sell as a whole. **AUTO PRINT CO., 115 S. Seventh st., Louisville, Ky.**

FOR SALE—Optimus cylinder press, No. 43, 3 rolls, prints sheets 25 by 38; Gally Universal press, 13 by 19; New York drying-rack, 20 shelves, 24 by 36; A. B. Dick circular letter folding-machine; Globe-Wernicke sectional filing cabinet for cards or correspondence. **THE I. TRAGER CO., Cincinnati, Ohio.**

DO YOU NEED A FOLDER? We have a No. 315 Brown job folder, sheet range 6 by 7 to 19 by 25, folds 4, 8, 12, 16 and 32 pages; good as new; cost \$750, will sell at about half price; splendid machine; reason for selling—have bought larger folder. **HYDE BROTHERS, Printers, Marietta, Ohio.**

FOR SALE—High-grade, two-revolution presses: 35 by 50 and 39 by 53; 4-roller Miehles: 28 by 36, 46 by 62, 46 by 66; 4-roller late-style Huber-Hodgman presses; nearly new or overhauled and guaranteed. Please write for proposition. **WANNER MACHINERY CO., Chicago.**

FOR SALE—One Babcock Optimus cylinder press, 25 by 38; practically as good as new; will sacrifice for immediate sale; also wire-stitcher and power-punch. **QUINCY PAPER BOX CO., Quincy, Ill.**

FOR SALE—Hoe two-revolution press, size of bed 44 by 60, four-roller, for printing or cutting and creasing; will trade in part payment. **RICHARD PRESTON, 49A Purchase st., Boston, Mass.**

FOR SALE—No. 5 single-magazine, quick-change linotype, Serial No. 12134, with 1 magazine, 1 font of mats, liners, etc.; cash or time. **THE ZIEGLER PRINTING COMPANY, Butler, Pa.**

FOR SALE—One 38 by 50 Dexter jobber, with latest model Dexter pile feeder with automatic points and 8-page pasteur; price, \$2,700; terms, \$500 cash, balance easily arranged. F 567.

FOR SALE—One 25 by 25 Hall folder, 3-fold right angle, 2-fold parallel, with McCain feeder; very fast; price, \$1,300; terms, \$300 down, balance easily arranged. F 572.

BOOKBINDERS' MACHINERY—Rebuilt Nos. 3 and 4 Smyth book-sewing machines, thoroughly overhauled and in first-class order. **JOSEPH E. SMYTH, 638 Federal st., Chicago.**

FOR SALE—Kimball 2 h.-p., single-phase, 220-volt A. C. motor, with D. T. A. T. controller and transformer; erected, but never run. W., Box No. 620, Trenton, N. J.

LINOTYPE—Model No. 1, Serial No. 8011, with one magazine, liner, ejector-blades, font of matrices. **TRIBUNE PRINTING CO., Charleston, W. Va.**

LINOTYPE—Three Model 1 machines, with complete equipment of molds, magazines and matrices. **NEW HAVEN UNION CO., New Haven, Conn.**

LINOTYPE—Model 5 (rebuilt from Model 3), No. 7286; molds, matrices, liners and blades. **SUNSET PUBLISHING HOUSE, San Francisco, Cal.**

LINOTYPE—Model 2, Serial No. 706; 1 motor, 1 magazine, 8 fonts of matrices. **ARYAN THEOSOPHICAL PRESS, Point Loma, Cal.**

LINOTYPE—Model 1, Serial No. 6605; 1 magazine, 1 mold and 1 font of matrices. **METROPOLITAN PRESS, Seattle, Wash.**

FOR SALE—No. 7 Boston wire-stitcher, in splendid condition. **RICHARD PRESTON, 49A Purchase, Boston, Mass.**

FOR SALE—One 64-inch Seybold automatic clamp trimmer, one 44-inch Seybold automatic clamp trimmer. F 576.

FOR SALE—One 14 by 22 Colt's Armory press in first-class condition. F 520.

HELP WANTED.

Bindery.

WANTED—Experienced forwarder and finisher; shop doing general line of loose-leaf and blank-book work; town of 60,000; experienced ruler wanted also in same shop. Write fully, giving age, experience and references. F 569.

Composing-Room.

COMPOSITOR who can handle stonework wanted; new building, old established business; ideal working conditions, fine modern equipment. Steady position for competent workman with good habits; opportunity for advancement; no cigaret smoker need apply; open shop; give references. **THE GRAY PRINTING CO., Fostoria, Ohio.**

WANTED—Working foreman; union; wages \$30; no transportation; only first-class commercial printer looking for a permanent position need apply. **PRIMBS & SONS, Pocatello, Idaho.**

SUPERINTENDENT WANTED in medium-sized commercial plant in New York city, who can keep work moving; must have forceful character; state wages and experience. F 556.

WANTED—Efficient, reliable, sober foreman job and book plant with newspaper combined; complete equipment; good class work; must favor operation of cost system. F 584.

WANTED—English-German compositor with thorough knowledge of make-up and stonework; qualified to lay out and set distinctive jobs. F 577.

WANTED—Job-printer; must be good on composition and platen presses. **COMMERCIAL PRINTING CO., Clearfield, Pa.**

Organization and Cost Men.

WANTED—Men who have a general, all-around knowledge of the printing business, with sales experience, are offered most attractive employment as district organizers; also accountants to install the Standard Cost-Finding System. **UNITED TYPOTHETÆ OF AMERICA, 608 S. Dearborn st., Chicago.**

Pressroom.

ATTENTION—POSITION IS OPEN FOR A FIRST-CLASS CYLINDER PRESSMAN CAPABLE OF TAKING CHARGE OF A SMALL PRESSROOM; WANT HIM TO TAKE SMALL INTEREST IN A PROFITABLE BUSINESS TO INSURE HIS CO-OPERATION FOR HIS AND OUR BEST INTERESTS. F 480.

Proofroom.

WANTED—Man of exceptional ability to take charge of proofreading department; must be capable of reading proof and O.K.'ing sheets from press for margins, positions, corrections, etc., in a plant in the Middle West; running 30 presses, including cylinders and platen presses; when answering, state age, whether married or single, and if union or non-union. F 580.

INSTRUCTION.

LINOTYPE INSTRUCTION—17 Mergenthalers; evenings; \$5 weekly; day course (special), 9 hours daily, 7 weeks, \$80; three months' course, \$150; 10 years of constant improvement; every possible advantage; no dummy keyboards, all actual linotype practice; keyboards free; call or write. **EMPIRE MERGENTHALER LINOTYPE SCHOOL, 133-137 East 16th st., New York city.**

MISCELLANEOUS.

BOOST YOUR SUBSCRIPTION LIST with original subscription-getting campaigns, prepared by a circulation expert, adapted especially to your publication; no costs; subscriptions come on merit and "stick." Write **GEORGE W. BUCKNAM, Box 2792, Boston, Mass.**

SITUATIONS WANTED.

All-Around Man.

PRINTING QUALITY EXPERT seeks connection with well-equipped, progressive Chicago printing establishment; practical printer, successful typographer; knows presswork; 18 years' experience; 5 years in present position—dealing with customers, satisfying them in typographic dress, choice of paper stock, color schemes and finished product; now supervising quality in all departments; commendable reason for desiring change. F 583.

Bindery.

BOOKBINDER, first-class, all-around man, finisher, stamper, marbler and forwarder, wants position. F 368.

Composing-Room.

PRACTICAL PRINTER of original, refined and highly artistic ideas in initiating unique literature, from selecting stock to the finished product, desires connection with house seeking the services of such a man in the capacity of foreman of composing-room or assistant superintendent; 20 years' experience, 8 years as an executive, a natural leader of a force of men; accustomed to hard work and who makes printing a hobby; age 34; union; salary \$35 to begin. F 575.

PROCESS WORK —and Electrotyping

The Journal for all up-to-date Process Workers

All matters of current interest to Process Workers and Electrotypers are dealt with month by month, and both British and Foreign ideas as to theory and practice are intelligently and comprehensively dealt with. Special columns devoted to Questions and Answers, for which awards are given. It is also the official organ of the Penrose Employment Bureau.

PER ANNUM, \$0.72, Post-free. Specimen Copy, Post-free, \$0.08.

Specimen copies can also be obtained from The Inland Printer Company upon request.

A limited space is available for approved advertisements; for scale of charges apply to the Publishers.

Published by **A.W. PENROSE & Co., Ltd., 109 Farringdon Road, LONDON, E.C.**

Please Mention THE INLAND PRINTER When Writing to Advertisers.

COMPOSING-ROOM FOREMAN. Designing. Superintendent — Thorough printer, 18 years' high-class composition, catalogue, publication, color and commercial work, advertising literature; 10 years foreman; ability to handle men; good systematizer; union. F 317.

LINOTYPE MACHINIST wishes to make a change; 20 years' experience as machinist and operator on the best class of work; references; non-union; would take position as operator-machinist in plant of four or five machines. F 579.

DESIGN AND LAYOUT WORK — By compositor of 15 years' practical experience on high-class advertising literature, catalogue, publication, color and commercial work; good executive, systematic, union. F 534.

LINOTYPE OPERATOR, familiar with all models, wants change; sets English, French and German, with greatest speed in latter; union. F 441.

SITUATION WANTED — Linotype machinist; any size plant, all models; can overhaul machines; news or book; good references. F 582.

Managers and Superintendents.

SUPERINTENDENT OR MANAGER by live executive of 40, with 12 years' practical experience in charge of printing-plants doing the highest grade of catalogue and commercial printing and binding; expert estimator, buyer and organizer; capable of handling sales; an interview will convince; prefer Chicago or Middle West. F 581.

WANTED — Position as superintendent or manager by a man with a thorough knowledge of the business. F 538.

Pressroom.

A No. 1 **CYLINDER** and platen pressman; 14 years' experience in large and small pressrooms doing the better class of work; married, union, sober and reliable. Address, stating particulars, **CHARLES FREEDLUND**, 930 W. Grove st., Bloomington, Ill.

CYLINDER PRESSMAN — First-class on catalogue, color and publication work; can give results on both quality and quantity; capable of taking charge; references; union. F 573.

COMPETENT CYLINDER PRESSMAN would like steady position; married, sober and reliable. F 568.

WANTED TO PURCHASE.

WANTED — Secondhand Kidder roll-feed, bed and platen presses, of any size or type, with or without special attachments. **GIBBS-BROWER CO.**, 261 Broadway, New York city.

ROTARY PHOTOGRAPHURE presses wanted, either web or sheet feed; also everything required to produce rotary photographure. **GRAVURE CO.**, 19 Highland Terrace, Orange, N. J.

WANTED — Colt's Armory press; 8 by 12 New Series Gordon press; perforator; puncher; stitcher; type cases. **ZARFOS PRINTING CO.**, York, Pa.

WANTED TO BUY reverse feeder for Harris E-1 Automatic envelope press. **MONROE DRUG CO.**, Quincy, Ill.

WANTED — Kelly Auto press and die-cutting press; state price. F 585.

BUSINESS DIRECTORY.

Advertising Blotters.

PRINT BLOTTERS for yourself — the best advertising medium for printers. We furnish handsome color-plate, strong wording and complete "layout" — new design each month. Write today for free samples and particulars. **CHAS. L. STILES**, 230 N. 3d st., Columbus, Ohio.

Brass-Type Founders.

AMERICAN TYPE FOUNDERS CO. — See Typefounders.

Calendar-Pads.

THE SULLIVAN PRINTING WORKS COMPANY, 1062 Gilbert av., Cincinnati, Ohio, makes 109 sizes and styles of calendar-pads for 1918; now ready for shipment; the best and cheapest on the market; all pads guaranteed perfect; write for sample-books and prices.

Carbon Black.

CABOT, GODFREY L. — See advertisement.

Casemaking and Embossing.

SHEPARD, THE HENRY O. COMPANY, 632 Sherman st., Chicago. Write for estimates.

Chase Manufacturers.

BARNHART BROTHERS & SPINDLER — Electric-welded silver-gloss steel chases, guaranteed forever. See Typefounders.

KEYSTONE TYPE FOUNDRY SUPPLY HOUSE — Steel chases for all printing purposes. See Typefounders.

Copper and Zinc Prepared for Half-Tone and Zinc Etching.

THE AMERICAN STEEL & COPPERPLATE CO., 101-111 Fairmont av., Jersey City, N. J.; 116 Nassau st., New York city; 610 Federal st., Chicago, Ill.; 3 Pemberton row, London, E. C., England.

NATIONAL STEEL & COPPERPLATE COMPANY, 542 South Dearborn st., Chicago, Ill.; 805 Flatiron bldg., New York city; 1101 Locust st., St. Louis, Mo.; 12 East Second st., Cincinnati, Ohio.

Counting Machines.

AMERICAN TYPE FOUNDERS CO. — See Typefounders.

KEYSTONE TYPE FOUNDRY SUPPLY HOUSE — See Typefounders.

Cylinder Presses.

BARNHART BROTHERS & SPINDLER — See Typefounders.

Electrotypers' and Stereotypers' Machinery.

THE OSTRANDER-SEYMOUR CO., general offices, Tribune bldg., Chicago. Eastern office, 38 Park row, New York. Send for catalogue.

HOE, R., & CO., New York. Printing, stereotyping and electrotyping machinery. Chicago offices, 544-546 S. Clark st.

Embossing Composition.

STEWART'S EMBOSSEMENT BOARD — Easy to use, hardens like iron; 6 by 9 inches, 3 for 40c, 6 for 60c, 12 for \$1, postpaid. **THE INLAND PRINTER COMPANY**, Chicago.

Embossing Dies and Stamping Dies.

CHARLES WAGENFÖHR, Sr., 140 West Broadway, New York. Dies and stamps for printers, lithographers and binders.

Hot-Die Embossing.

GOLDING MFG. CO., Franklin, Mass. Our Hot Embosser facilitates embossing on any job-press; prices, \$40 to \$90.

Ink-Fountain.

THE NEW CENTURY ink-fountain, for sale by all dealers in type and printers' supplies. **WAGNER MFG. CO.**, Scranton, Pa.

Job Printing-Presses.

AMERICAN TYPE FOUNDERS CO. — See Typefounders.

BARNHART BROTHERS & SPINDLER — See Typefounders.

KEYSTONE TYPE FOUNDRY SUPPLY HOUSE — See Typefounders.

GOLDING MFG. CO., Franklin, Mass. Golding and Pearl.

Motors and Accessories for Printing Machinery.

SPRAGUE ELECTRIC WORKS, 527 W. 34th st., New York. Electric equipment for printing-presses and allied machines a specialty.

Numbering Machines.

AMERICAN TYPE FOUNDERS CO. — See Typefounders.

KEYSTONE TYPE FOUNDRY SUPPLY HOUSE — See Typefounders.

Paper-Cutters.

OSWEGO MACHINE WORKS, Oswego, New York. Cutters exclusively. The Oswego, and Brown and Carver and Ontario.

AMERICAN TYPE FOUNDERS CO. — See Typefounders.

BARNHART BROTHERS & SPINDLER — See Typefounders.

KEYSTONE TYPE FOUNDRY SUPPLY HOUSE — See Typefounders.

GOLDING MFG. CO., Franklin, Mass. Golding and Pearl.

Perforators.

F. P. ROSBACK CO., Benton Harbor, Mich. Perforating machines of all kinds, styles and sizes.

Photoengravers' Machinery and Supplies.

THE OSTRANDER-SEYMOUR CO., general offices, Tribune bldg., Chicago. Eastern office, 38 Park row, New York. Send for catalogue.

Photoengravers' Metal, Chemicals and Supplies.

NATIONAL STEEL & COPPERPLATE COMPANY, 542 South Dearborn st., Chicago, Ill.; 805 Flatiron bldg., New York city; 1101 Locust st., St. Louis, Mo.; 212 East Second st., Cincinnati, Ohio.

R.R.B. PADDING GLUE

For Strength, Flexibility, Whiteness
and General Satisfaction.

ROBERT R. BURRAGE
83 Gold Street NEW YORK

Photoengravers' Screens.

LEVY, MAX, Wayne av. and Berkeley st., Wayne Junction, Philadelphia, Pa.

Presses.

HOE, R., & CO., New York. Printing, stereotyping and electrotyping machinery. Chicago offices, 544-546 S. Clark st.

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

KEYSTONE TYPE FOUNDRY SUPPLY HOUSE — See Typefounders.

Printers' Rollers and Roller Composition.

BINGHAM'S, SAM'L, SON MFG. CO., 636-704 Sherman st., Chicago; also 514-518 Clark av., St. Louis; 88-90 South 13th st., Pittsburgh; 706-708 Baltimore av., Kansas City; 40-42 Peters st., Atlanta, Ga.; 151-153 Kentucky av., Indianapolis; 1306-1308 Patterson av., Dallas, Tex.; 719-721 Fourth st., S., Minneapolis, Minn.; 609-611 Chestnut st., Des Moines, Iowa; Shuey Factories Bldg., Springfield, Ohio.

BINGHAM BROTHERS COMPANY, 406 Pearl st., New York; also 131 Colvin st., Baltimore, Md.; 521 Cherry st., Philadelphia, and 89 Allen st., Rochester, N. Y.

Allied Firm:

Bingham & Runge, East 12th st. and Powers av., Cleveland, Ohio.

WILD & STEVENS, INC., 5 Purchase st., cor. High, Boston, Mass. Established 1850.

Printers' Steel Equipment.

KEYSTONE TYPE FOUNDRY SUPPLY HOUSE, originators and manufacturers of steel equipment for complete printing-plants. See Typefounders.

Printers' Supplies.

BARNHART BROTHERS & SPINDLER — See Typefounders.

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

KEYSTONE TYPE FOUNDRY SUPPLY HOUSE — See Typefounders.

Printing Machinery, Rebuilt.

BARNHART BROTHERS & SPINDLER — See Typefounders.

KEYSTONE TYPE FOUNDRY SUPPLY HOUSE — See Typefounders.

Printing Machinery, Secondhand.

KEYSTONE TYPE FOUNDRY SUPPLY HOUSE — See Typefounders.

Printing Material.

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

KEYSTONE TYPE FOUNDRY SUPPLY HOUSE — See Typefounders.

Punching Machines.

F. P. ROSBACK CO., Benton Harbor, Mich. Multiplex punching machines for round, open or special shaped holes.

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

KEYSTONE TYPE FOUNDRY SUPPLY HOUSE — See Typefounders.

Rebuilt Printing-Presses.

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

GOLDING MFG. CO., Franklin, Mass. All makes. Big values.

Roughing Machines.

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

Stereotyping Outfits.

A COLD SIMPLEX STEREOTYPING OUTFIT produces finest book and job plates, and your type is not in danger of ruin by heat; also easy engraving method costing only \$3 with materials, by which engraved plates are cast in stereo metal from drawings on cardboard.

ACME DRY PROCESS STEREOTYPING—This is a new process for fine job and book work. Matrices are molded in a job-press on special Matrix Boards. The easiest of all stereotyping processes. Catalogue on receipt of two stamps. HENRY KAHS, 240 E. 33d st., New York.

Typefounders.

AMERICAN TYPE FOUNDERS CO., original designs in type and decorative material, greatest output, most complete selection. Dealer in wood type, printing machinery and printers' supplies of all kinds. Send to nearest house for latest type specimens. Houses—Boston, 270 Congress st.; New York, 200 William st.; Philadelphia, 17 S. 6th st.; Baltimore, 215 Guilford av.; Richmond, 1320 E. Franklin st.; Atlanta, 24 S. Forsyth st.; Buffalo, 45 N. Division st.; Pittsburgh, 323 3d av.; Cleveland, 15 St. Clair av., N.E.; Cincinnati, 646 Main st.; St. Louis, 23 S. 9th st.; Chicago, 210 W. Monroe st.; Detroit, 43 W. Congress st.; Kansas City, 10th and Wyandotte sts.; Minneapolis, 419 4th st.; Denver, 1621 Blake st.; Los Angeles, 121 N. Broadway; San Francisco, 820 Mission st.; Portland, 47 4th st.; Spokane, 340 Sprague av.; Winnipeg, Can., 175 McDermot av.

KEYSTONE TYPE FOUNDRY SUPPLY HOUSE. Type, borders, brass rule, printing machinery and printers' supplies. Address our nearest house. Philadelphia, 9th and Spruce sts.; New York, Lafayette and Howard sts.; Chicago, 1108 South Wabash av.; San Francisco, 762-766 Mission st.

BARNHART BROTHERS & SPINDLER, manufacturers and originators of type-faces, borders, ornaments, cuts, electric-welded chases, all-brass galleys and other printers' supplies. Houses at—Chicago, Dallas, Kansas City, St. Paul, Washington, D. C., St. Louis, Omaha, Seattle.

HANSEN, H. C., TYPE FOUNDRY (established 1872), 190-192 Congress st., Boston; 535-547 Pearl st., cor. Elm, New York.

LET US estimate on your type requirements. EMPIRE TYPE FOUNDRY, Buffalo, N. Y.

Wire-Stitchers.

F. P. ROSBACK CO., Benton Harbor, Mich. Stitchers of all sizes, flat and saddle, ¼ to 1 inch, inclusive. Flat only, 1 to 2 inches.

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

Wood Goods.

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

For Accuracy, Durability, Appearance and Economy Buy REDINGTON COUNTER

ALWAYS RELIABLE

Price, \$5.00 U. S. A. Address your dealer or write direct to
F. B. REDINGTON COMPANY, CHICAGO



B. A. Wesche Electric Co.

327 E. Sixth St., Cincinnati, Ohio.

Manufacturers of Direct and Alternating Current Variable Speed Motors for all kinds of printing presses. Constant Speed Motors for paper cutters, etc.

Write for Information and Prices.

CAMPBELL PRINTING PRESS REPAIR PARTS COMPANY

We have a few bargains in REBUILT presses. Let us know your needs, also repair parts for Campbell Presses.

New York Office: Pulitzer Building Works: Brooklyn, N. Y.

Avoid delay when needing repairs by sending orders direct to office.

ADD TO YOUR PROFITS

By Taking Orders for Bonds

Write for particulars to

ALBERT B. KING & COMPANY, Inc.

Bond Specialists

206 BROADWAY, NEW YORK

A Modern Monthly— All About PAPER



THE PAPER DEALER gives the wanted information on the general and technical subject of

Paper

It will enable the printer to keep posted on paper, to buy advantageously, and to save money on his paper purchases.

Has subscribers throughout forty-five States. Also Canada and foreign countries.

THIS SPECIAL OFFER

Covers 1918-1919 at the very special rate of \$1.00 instead of \$2.00. This is an opportunity worth while. Proves an investment, not an expense, to printers.

The PAPER DEALER

186 NORTH LA SALLE STREET, CHICAGO

Please Mention THE INLAND PRINTER When Writing to Advertisers.

BROWN'S Linen Ledger Papers



The Erasing Knife Test—

THE erasing knife on Brown's is like the acid test on gold. Tell your customer to test Brown's Linen Ledger Paper with an erasing knife when he asks you about *quality*. Scratch out a blot. It disappears in a fine white powder. Write over the surface with a fine pen. The pen point doesn't stick or spatter; the ink doesn't run or blur.

This is one reason why Brown's Linen Ledger Paper is the U. S. Standard. There are many other reasons. Age will not weaken or warp its texture. Time will not discolor its complexion or diminish the legibility of writing. It is made of pure white rags without strong bleaching chemicals. Its great strength makes it ideal for loose-leaf systems. Used in place of an inferior paper, it adds but 2% or 3% to the cost of a book.

Send today for book of samples

L. L. Brown Paper Company,

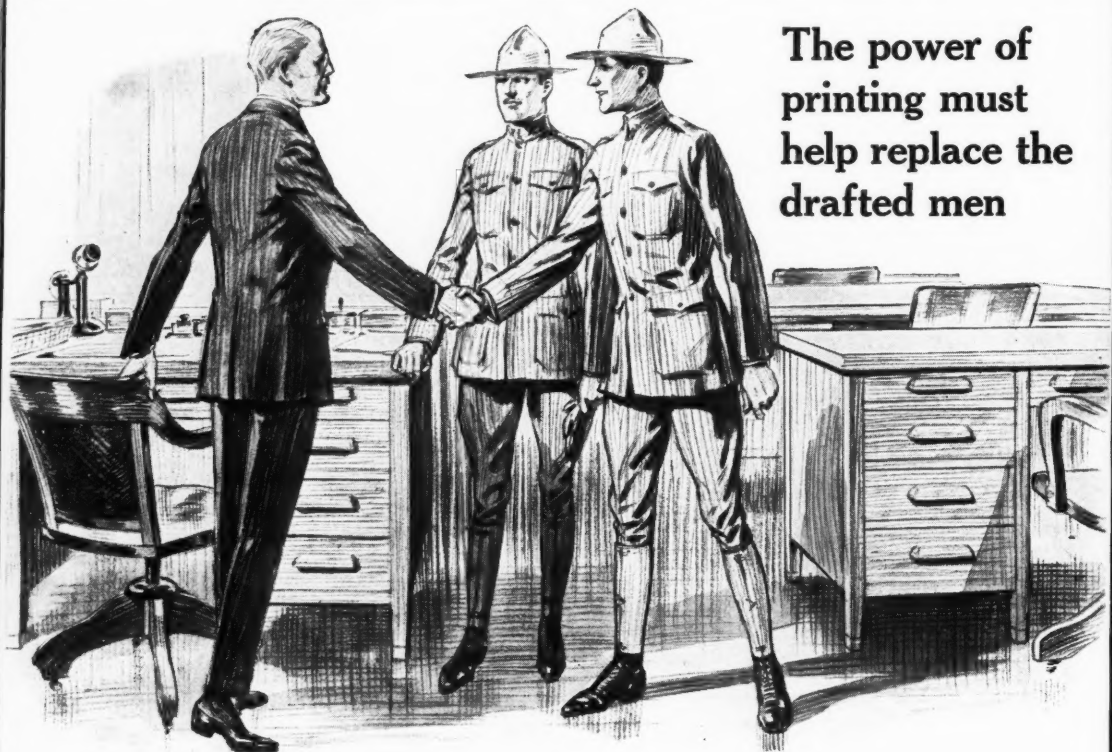
Adams, Mass., U. S. A.



Established
1850

Please Mention THE INLAND PRINTER When Writing to Advertisers.

675



**The power of
printing must
help replace the
drafted men**

THE business man feels every vacancy in his trained clerical force. He wants to hold the jobs open for the men when they return from war. He knows that it will take months of bother to teach newcomers the things his men used to do as a matter of daily routine.

He has not thought of printed forms. He was so accustomed to having everything done by human beings that he never thought how much could be done by

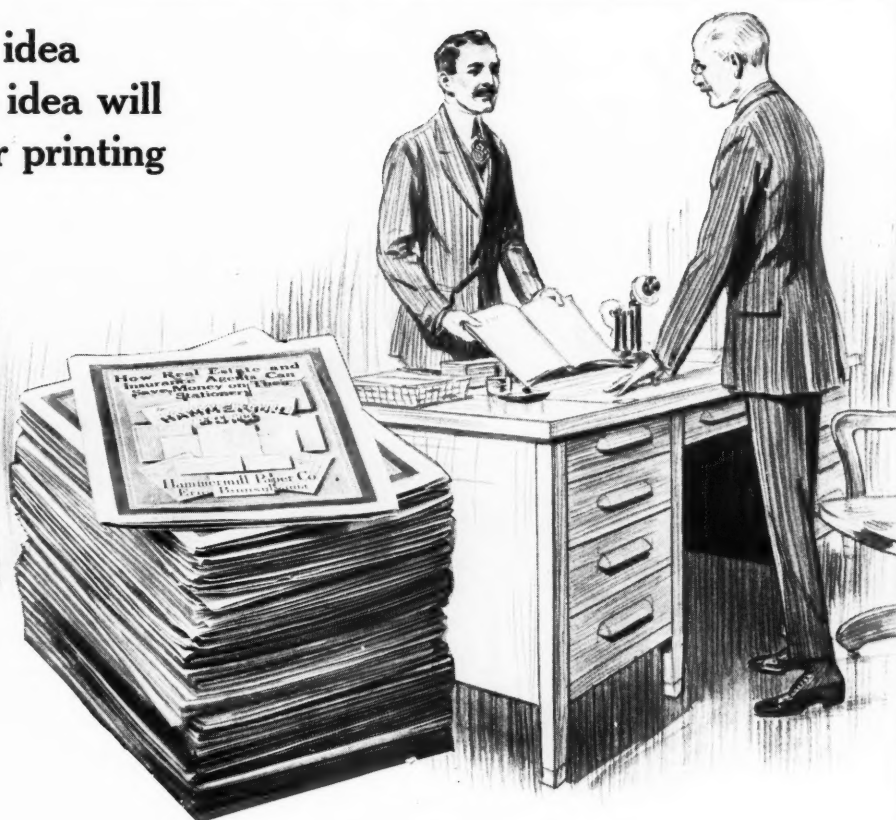
the effective use of printed paper.

He can't get the right men now. He has to find some other way of getting his work done. Sooner or later the power of printing will flash into his troubled mind. He will call up the first printer he thinks of. This printer may not be familiar with this man's business, nor with the great possibilities of printed forms. And he will lose a good chance to do some good printing for a good house.

**HAMMERMILL
BOND**

"The Utility Business Paper"

**Sell the idea
and the idea will
sell your printing**



THINK for your customer before he thinks for himself. It pays. Study his business. See what his clerks used to do, what his salesmen used to sell.

Show him how a strong, form sales letter can fill the boots of his drafted salesmen.

Show him how circulars and mailing folders can back up that sales letter and put it over.

Examine the clerical department of his business. Get the jump on all his difficulties. Show him how to standardize office forms, simplify each department's work, and give better and more easily kept records. Show him how they make accounting more accurate and rapid and how they eliminate waste motion among the

clerks who are left to help carry on his business.

That's how to get more than just an order for printing. You'll get that business by relying on ideas first and on printing second. You'll get that man to thinking how he can still further use your printing for speeding up business.

For just this purpose of helping you study the exact needs and remedies for different businesses, we have prepared thirty portfolios, each of which shows how a certain business can use standardized printed forms. Every portfolio has ideas in it that you can sell.

These Hammermill Portfolios—the complete set—are free to you. All you have to do is to write and ask for them.

The Four Standard Hammermill Lines

**HAMMERMILL
BOND**

**HAMMERMILL
SAFETY**

**HAMMERMILL
LEDGER**

**HAMMERMILL
COVER**

HAMMERMILL PAPER COMPANY, ERIE, PENNSYLVANIA

**HAMMERMILL
BOND**

"The Utility Business Paper"



A Satisfied, Permanent Customer, or Abnormal Profits on Transient Trade WHICH?

Good printing and good paper are so closely allied that to separate them means a decided loss to both.

Strong typographical arrangements and good presswork do not show their true value on cheap paper any more than the best paper can carry poor work without suffering.

When a printer uses a cheap paper in order to add a little extra profit he is taking long chances on his customer's future work. When a printer uses

Old Hampshire Bond

upon which he can make a perfectly reasonable profit, he is going a long way toward adding a satisfied, and therefore permanent, customer. The quality of the paper speaks for itself. Very few people who use it care to change. If you are the first man to sell it you will be the first man to receive the repeat orders.

We have prepared a circular on good printing—yours —and Old Hampshire Bond. If you want some to send to your customers, let us know before the edition is exhausted.

HAMPSHIRE PAPER COMPANY

We are the Only Paper Makers in the World Making Bond Paper Exclusively

SOUTH HADLEY FALLS, MASSACHUSETTS



THE early printers delighted in the aesthetic qualities of their work. To them printing was not only a means of livelihood but an expression of the higher life. Hand-made ink and hand-made paper have gone the way of the hand-operated press, but the Quality ideal of the old craftsmen is still revealed in

Worthmore Bond

For distinctive stationery and for all purposes requiring a bond paper, this stock is admirable. Its strength, its uniformity, its flawless surface, the crisp *feel* of the sheets and their purity of color—all combine to impart dignity and impressiveness to what is printed or written on it. Owing to the great variety of sizes and weights—97 items—carried in stock at all our warehouses, Worthmore Bond is the most *versatile* Bond paper.

Write for samples.

THE WHITAKER PAPER COMPANY
CINCINNATI, OHIO



DETROIT ATLANTA
BIRMINGHAM

BAY STATE DIVISION
BOSTON

SMITH, DIXON
DIVISION
BALTIMORE

New York Office—Astor Trust Bldg.
Chicago Office—Continental and Commercial Bank Bldg.



Power Saving

Is a practical form of

PATRIOTISM

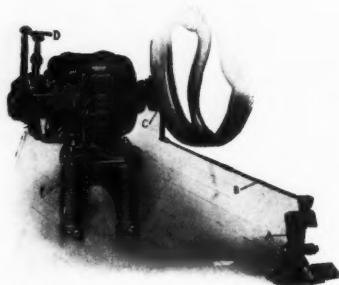
KIMBLE

Alternating-Current Printing-Press

MOTORS

Consume power in proportion to press *speed*. When you run at half maximum speed, you cut your power consumption almost in *two*.

Ordinary motors consume the same amount of power at *all* speeds, down to the lowest, because the only way they can reduce speed is to interpose *resistance* which turns a part of the energy supplied into worse-than-useless *HEAT*.



KIMBLE MOTORS

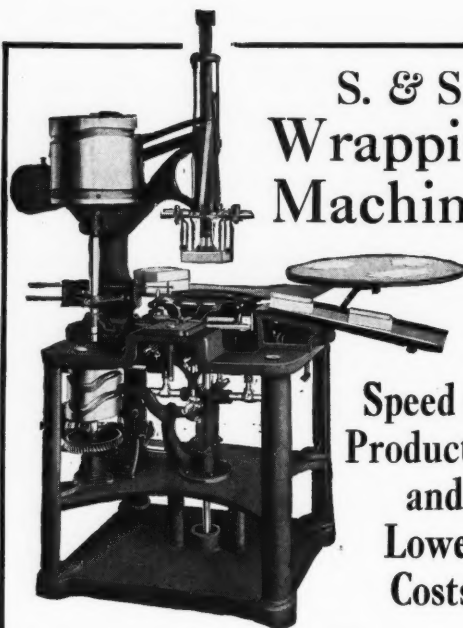
are furnished in a full range of sizes from the smallest job press up to the largest cylinder presses.

Their flexible *speed control* combined with their economy, high efficiency and many *safety* features make them ideal motors for alternating current circuits.

When asking for quotations state sizes and makes of presses to which you would apply the motors.

Kimble Electric Co.

635 N. Western Ave., Chicago, Ill.



S. & S. Wrapping Machines

**Speed up
Production
and
Lower
Costs**

S. & S. Wrapping Machines offer advantages for increased profit that few similar machines can equal. They are exceptionally fast, produce accurate and uniform work and turn it out at surprisingly low figures.

The daily output of these machines varies from 5,000 to 9,000 pieces, according to the nature of the work and skill of the operator; and it is nothing unusual for costs to run as low as 50 to 60 cents per thousand pieces, boxes or lids.

S. & S. Machines are adapted for handling tight-wrap, loose-wrap, extension edge, padded, domed top work, etc.

They are simply designed—no complicated, trouble-making parts—have operating conveniences within easy reach, and so systematically arranged that waste effort is entirely eliminated.

And they give lasting service too; strongly constructed, smooth-running, wear-resistant, they stand hard, steady service, as only thoroughbreds can.

S. & S. Wrapping Machines are reducing wrapping costs from 50% to 75% for concerns the country over. They will do as much for you.

Built in three models for boxes ranging in sizes from $1\frac{3}{8}$ " x $\frac{1}{8}$ " x $\frac{1}{4}$ " up to $20\frac{1}{2}$ " x $13\frac{1}{2}$ " x 4".

Write for complete descriptive catalogue.

**STOKES &
SMITH CO.**

Northeast Boulevard
PHILADELPHIA
PA.

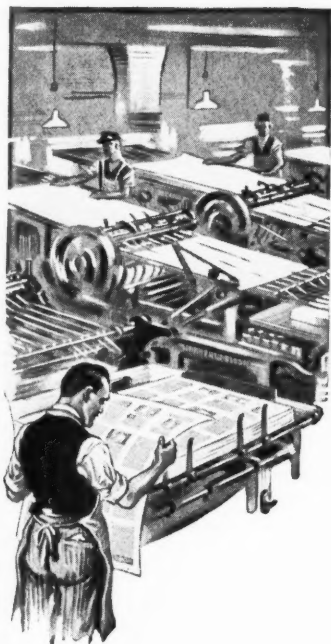
LONDON
OFFICE

23
Goswell
Road





Printing Papers



WHAT the trial trip is to a battleship, or the hill-climbing test is to automobiles, the Warren Top Sheet is to printing papers. It is proof of performance. Proof of standardization.

The top sheet of paper in every case of Warren's Standard Printing Papers is printed at the Warren Mills with engravings of different character and different screen. This proves what the paper will do under ordinary pressroom conditions, and what the artist, engraver, or printer has a right to expect from it. To prove that "Warren's Standard Printing Papers" will print — we print them. It takes the guess-work out of planning and executing printing. Instead of saying, "This paper *ought* to print," it says, "This paper *will* print and here is *proof* of just how it prints."

Not a case of Warren's Standard Printing Papers leaves our mills until its workability on the press has been demonstrated by practical test. Warren Top Sheets bear a number corresponding to the number of the order on which the paper was made. If the top sheet doesn't print to standard, the case isn't shipped.

The Warren Suggestion Book is another graphic proof of how Warren Standards print. A great variety of beautiful art and commercial subjects, in black and colors, are printed on WARREN'S CAMEO, WARREN'S LUSTRO, WARREN'S CUMBERLAND COATED, WARREN'S SILKOTE, WARREN'S PRINTONE, and the other different Warren's Standard Printing Papers. Because it saves time, trouble, and money in planning and executing printed matter you ought to have a copy. Its extreme usefulness is a handsome reward for the small effort of requesting it. Sent only to buyers of printing, printers, and engravers who ask for it on their business letterhead.

S. D. WARREN & COMPANY
200 Devonshire Street Boston, Massachusetts
Constant Excellence of Product



We Have a New Catalog Here for You

Each of the catalogs pictured herewith contains many pages of vital matter—each interesting and instructive to any printer interested in *greater* job plant efficiency. A brief description is given below and we want your request for *your* catalogs according to your needs.

CATALOG OF GOLDING JOBBERS. This is for the printer interested in a job press with a high mechanical speed and high possible feeding speed, great impressional strength, rigidity and durability, unexcelled ink distribution—a press capable of raising the standard of his printing product—decreasing the percentage of cost and increasing the net profits.

CATALOG OF PEARL PRESSES. This is for the man interested in a small, fast press for small work—for the rapid production of envelopes, tags, statements, bill-heads, note-heads, inserts, folders, etc.; a very practical and desirable press also for breaking in apprentices.

CATALOG OF GOLDING CUTTING MACHINES. This is for the printer interested in the newest, simplest, most efficient line of Paper Cutters on the market, a wonderful assortment of sizes, 8-inch up to 42-inch, and adaptable for cutting or trimming of paper, cardboard, leather, cloth, veneer—all stocks from tissue to tin.

CATALOG OF PRINTERS' MACHINERY AND TOOLS. This is for the printer who is interested in a general sense and whose requirements are varied.

CATALOG OF TOOLS AND SUPPLIES. Consisting of Tablet Presses, Proof Presses, Composing Sticks, Lead and Rule Cutters, Miterers, Shapers, Curvers, Benzine Cans, Tweezers, Press Punches, Type-High Gages, etc.

CATALOG OF GOLDING HOT EMBOSSESSER. This catalog shows our electrically heated attachment facilitating hot embossing on any job press—producing the deepest and most difficult kind of embossing jobs with only a little more than an ordinary printing impression—and introducing the fact that more heat and less impression is the correct theory for best results in embossing effects.

WRITE AT ONCE FOR YOUR COPY

GOLDING MANUFACTURING COMPANY
FRANKLIN, MASS.

Procrastination is the Thief of Time

Why delay, therefore, in ordering the Gummed Paper which you will eventually use? A Gummed Paper with an "Absolutely Flat" guarantee.



You can't go wrong if you insist on seeing the above trade-mark label on every package of gummed paper coming into your shop.

It's your protection against inferior and curling papers

IDEAL COATED PAPER CO.

Mills and Main Office, BROOKFIELD, MASS.

CHICAGO

NEW YORK

CINCINNATI

Numbering Machines
are a good investment



..... THE WETTER

is a Good one

ALL DEALERS
SELL THEM

They can be used on your printing presses—
and lock up the same as type—and where the
space will permit the numbering can be done
at the same time as the printing.

Wetter Numbering Machine Co., 255 Classon Ave., Brooklyn, N.Y., U. S. A.

The Monitor System

of automatic machine control secures
maximum production from motor-
driven printing machinery to which it
is applied. Requires the least possible
adjustment to meet wide ranges of
speed variation—and once adjusted
takes none of the operator's time—
his entire efforts can be devoted
to production.

"Just Press a Button"

Let us tell you all about this Original
System and the possibilities of its
application to your requirements.

Monitor Controller Company

BALTIMORE, MD.

New York Chicago Boston Philadelphia

Printers—

If you want to produce
**Highest Quality
Printing**
at Least Cost

use

HUBER'S PRINTING INKS

J. M. HUBER 732 Federal Street
CHICAGO

JOHN MIEHLE, Jr., Mgr.

NEW YORK
ST. LOUIS

BOSTON
SAN FRANCISCO

PHILADELPHIA
OMAHA

BALTIMORE
CINCINNATI



STITCHING WIRE

Our Sole Product

Samples and Prices Gladly Furnished

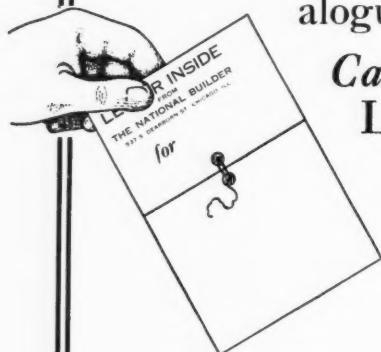
CHICAGO STEEL & WIRE CO.

10200 Torrence Avenue, Chicago

Every Advertiser Has "Pulled His Hair" and "Gnashed His Teeth" Over Letters Like This:

“ Letter received a week ago, but catalogue has not yet arrived. Will you please send another copy? ”

Inconvenience, Delay and Loss Are the Results of Sending Catalogues, Booklets, etc., "Under Separate Cover."



Patented June 1, 1915.

Catalogue and Letter Go Together in the **LETTER-PACK-IT Duplex Envelope!**

ADVERTISERS are using them in increased numbers every day. They offer the only solution of an especially vexing problem.

PRINTERS are lining up profitable business every day by introducing them to, and printing them for, advertisers.

Samples, prices and descriptive matter on request.

Be the first to introduce them in your territory.

LETTER-PACK-IT SYSTEM, Detroit, Michigan

Registered U. S. Pat. Office.

Notice to Subscribers

If YOUR copy of The Inland Printer does not reach you promptly, do not assume that it has been lost or that it was not mailed.

Delays are inevitable just now in the unprecedented congestion of the mails due to the plight into which war-time conditions have plunged the railroads.

Please wait a few days or so before you write to us—by that time your copy will probably be in your hands. Save that three cents! But if the delay continues, write us.

The war is no respecter of persons—even Uncle Sam is not exempt from its inconveniences.

The Inland Printer

GOSS

The Name That Stands for Speed, Dependability, Service

The Goss "High-Speed Straightline" Press
Used in the Largest Newspaper Plants in U. S. A. and Europe.
The Goss Rotary Half Tone and Color Magazine Press
Specially Designed for Mail Order, Catalog and Magazine Work.
The Goss "Comet" Flat Bed Web Perfecting Press
Prints a 4, 6 or 8 Page Newspaper from Type Forms and Roll Paper.
Goss Stereotype Machinery
A Complete Line for Casting and Finishing Flat or Curved Plates.

Descriptive literature cheerfully furnished.

THE GOSS PRINTING PRESS CO.

Main Office and Works: 16th St. and Ashland Ave., Chicago
New York Office: 220 West 42d Street

Liberty Loans and Printing

Billions are needed to float a government bond issue—and it is fine patriotic work. It is equally fine work, tho it requires but a few hundreds or thousands of dollars, to equip and keep a printing plant in first-class condition, with the latest and best type faces, machinery and specialties. The bond pays 4 per cent. Dividends from a properly equip plant will buy many bonds.

We sell Dividend Payers and Bond Buyers



Barnhart Brothers & Spindler

Chicago Washington Dallas Saint Louis
Kansas City Omaha Saint Paul Seattle

Set in Parsons 6-Point Border No. 719 Patriotic Ornament No. 7205

JAMES WHITE PAPER CO.



We carry in stock 234 items of BOOK and 1488 items of COVER Papers, and back them with good service.

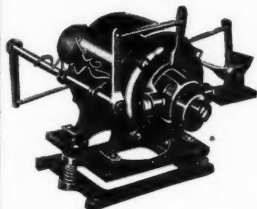
219 W. MONROE STREET, CHICAGO

THE "KAZOO"

VARIABLE SPEED

MOTOR

for Job Presses



Now is your opportunity to buy before there is an advance in prices.

1/4 H. P. Friction Drive \$53.00 1/2 H. P. Friction Drive \$58.00

R. P. WARNER ELECTRIC COMPANY
KALAMAZOO, MICHIGAN

★ The ★ STAR STICK

—feels easy to the hand and is light in weight.
—always gives accurate measure, and can not be sprung by tight spacing.
—is quickly adjusted, and the final set is automatically correct.
—means better composition, more efficient results and satisfaction all around.

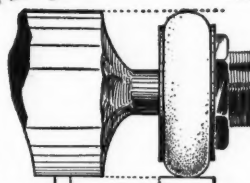
SOLD BY ALL SUPPLY HOUSES OR BY
THE STAR TOOL MFG. COMPANY
Springfield, Ohio, U. S. A.

50% Longer Service from Rollers

Improved Quality of Presswork

MORGAN Expansion Roller TRUCKS

They EXPAND



They CONTRACT

Fit the trucks to the rollers from the fullness of youth to shrunken old age. Shrinkage of rollers is compensated for by adjustment of these adjustable trucks, permitting longer service from them. With Morgan Expansion Roller Trucks you can adjust your rollers to form with microscopic exactness, assuring proper laying on of ink for each particular job. Saving in roller expense will soon pay for them.

MORGAN EXPANSION ROLLER TRUCK COMPANY
319 NORTH BROADWAY, LOS ANGELES, CAL.

ARE YOU EFFICIENCY INCLINED?

Are you desirous of greater production from your pressroom?

Learn of the savings in time and money that can be effected right in your own plant by the installation of the

Automatic PILE Delivery

Write us for detailed information, prices and specific cases where printers have increased their profits through its use.

ERIE LAY-BOY CO., Ltd., Westerly, R. I.

Profit-Producing Printing Papers

Parker, Thomas & Tucker Paper Co.

535-539 South Franklin Street, Chicago

LEARN ADVERTISING MAKE \$5,000.00 A YEAR

Write for "Free Personal Analysis Blank." If our Vocational Director will accept you, then you can succeed in advertising. Ten practical business men will teach you the underlying principles of this profession. They can save you ten years' time. You learn by doing. Write for booklet, "Poverty to \$10,000.00 a Year," and "Free Personal Analysis Blank."

GEORGE WASHINGTON INSTITUTE

(Successors to Bryant & Stratton School of Advertising) 2241 Bryant & Stratton Bldg., Chicago

Cent-A-Post (Auto-Lock)

ENVELOPES

For Circular Use!

BEST MADE
PRICE LOW

J. WEST, Mfr., 301-303 Adams St., BROOKLYN, N. Y.

EMBOSSOGRAPHY

TRADE MARK

The art of producing embossed or engraved effects without the use of dies or plates as fast as ordinary printing.

Complete Outfit from \$75.00 up.

EMBOSSOGRAPHY PROCESS COMPANY, Inc.
251 William Street, New York City

Steel Die Stamping — Plate Printing

Wedding, Social and Business Stationery

IMPERIAL ENGRAVING CO.

Steel and Copper Plate Engravers

628-630 Chestnut Street

Philadelphia, Pa.

There Is No Business That



will bring in so large per cent of profit and that is so easily learned as making RUBBER STAMPS. Any printer can double his income by buying one of our Outfits, as he already has the Type, which can be used without injury in making STAMPS. Write to us for catalogue and full particulars, and earn money easily.

The
J. F. W. Dorman Co.
Baltimore, Md., U. S. A.

BUY ECONOMY QUADS They're Hollow

Easily Pulled with Tweezers. Pat'd Oct. 25, 1910.
SAVE one-fourth in weight -- 25 per cent in cost.
SAVE time and labor--can be pulled out at a minimum of time and labor with ordinary tweezers.
Why buy solid quads with a needless amount of high-priced metal?
You wouldn't buy solid metal furniture, would you? Then, why buy smaller units of the same thing?
Samples on request.



Globe Type Foundry
958 W. Harrison St., CHICAGO



Blomgren Bros. & Co.

DESIGNERS
ENGRAVERS
ELECTROTYPERS

512 SHERMAN ST. CHICAGO



Illinois Electrotype Co.

Electrotypers Nickeltypers
Designers Engravers

314-318 South Canal Street, Chicago
Phones: Harrison 1000, Automatic 52964.

JUERGENS BROS. CO.

DESIGNERS
ENGRAVERS
ELECTROTYPERS

166 W. Adams St. Chicago

Manz Engraving Co.

Chicago

Main Office and Works: 4015 Ravenswood Ave.
Sales Office: 564 Peoples Gas Bldg.

Specialties: Lead mold steel-face electrotypes; color plates in Ben Day process; color plates in three-color process; color plates in quadruple-color process. Artists and designers for illustrations and covers. Half-tones and zinc etchings of quality. Correspondence solicited.

METALS

Linotype, Monotype,
Stereotype
Special Mixtures

QUALITY

First, Last and All the Time

E. W. Blatchford Co.

230 N. Clinton St. Chicago
World Building New York

We cater to the Printing Trade in making the most up-to-date line of **Pencil and Pen Carbons** for any *Carbon Copy* work.

Also all Supplies for Printing Form Letters

MITTAG & VOLGER, Inc.

PARK RIDGE, NEW JERSEY

MANUFACTURERS FOR THE TRADE ONLY

686

Please Mention THE INLAND PRINTER When Writing to Advertisers.

THE TYPOGRAPHY of ADVERTISEMENTS

By F. J. TREZISE

"This is one of the best books on the subject, and I shall include it in my list of approved books on Advertising. It is well written and artistically gotten up. I congratulate *The Inland Printer* on the work."

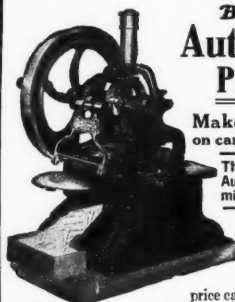
Professor Waller Dill Scott.

136 pages, 65 illustrations in two colors.
Price \$2.10 postpaid.

THE INLAND PRINTER CO.
632 Sherman Street, Chicago

Buy the Automatic PRESS

Make 80 to 90% on card-printing jobs



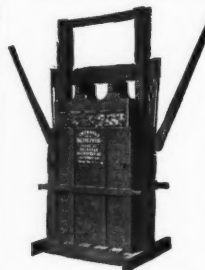
This prints and feeds Automatically 100 a minute, 6000 an hour

Any size or style of cards from 1 x 2 in. up to 3 1/2 x 5 1/2 in. and no other

price can do better work.

Send for our free booklet, or get it from your dealer.
S. B. FEUERSTEIN & CO.
Manufacturers 542 Jackson Blvd., Chicago

A Clever Printer



TURNS WASTE TO PROFIT

You can accomplish this at least cost with a

Sullivan Hand-Baling Press

Booklet 64-AF

Sullivan Machinery Co.

New York Boston Chicago

Save Labor

Is there an appalling waste of time, labor and space going on in your storeroom or warehouse? This was the case with thousands of firms before they purchased

REVOLVATORS

(REG. U. S. PAT. OFF.)

A Revolver reduces the time necessary to handle and pile heavy loads, the men are relieved of the strain of lifting same and the warehouse can be stacked all the way to the ceiling, thereby utilizing the floor space to the best advantage.

Write for Bulletin L-48

N. Y. Revolving Portable Elevator Co.
351 Garfield Avenue
JERSEY CITY, N. J.





Numbering Machines

American
Model 41

Price
\$8.00

with
Indicator

6 Wheels

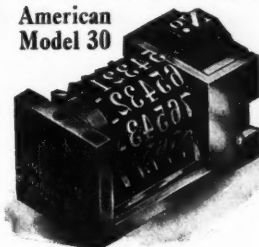
MAIN
OFFICE AND
FACTORY
224-226
Shepherd Avenue
Brooklyn, N. Y.

**IN STOCK
DEALERS
EVERYWHERE**

BRANCHES
123 W. Madison St.
Chicago, Ill.

2 Cooper Street
Manchester
England

5 Wheels \$7; 6 Wheels \$8
American
Model 30



No 12345
Impression of Figures

Specify AMERICAN when ordering



System of Automatic Temperature Control

LINOTYPE MONOTYPE STEREOTYPE MATRIX TABLE

The efficiency of your entire plant is in
direct ratio to the equipment
you employ.

No obsolete machine or instrument can compete
successfully with the up-to-date equipment used
for a like purpose.

The skill of your operators is in direct ratio to
their environment as it exists in your plant. The
essentials of this environment are not the wall
decorations or the lighting effects. The essentials
deal directly with the up-to-dateness of the
equipment and routine methods you employ.

If you think we can not increase the efficiency of
your plant by the means we employ, you are
mistaken and if you raise the question with us,
you will know why.

*We guarantee the equipment we furnish and service
we render. . . We invite your bona-fide inquiries.*

H. E. GILBERT CO., Inc.
50 Church Street, New York, N. Y.



Doing Their Bit for You and Your Customer

IT MEANS good business for you to spread
the gospel of "full duty" envelopes, making
the wrapper carry its proper share of ad-
vertising. Note how these "idea" envelopes
utilize effectively the valuable space that ad-
vertisers used to neglect.

The day of the wasteful "corner card"
envelope has passed. Now comes your day to
make money by suggesting to your customers
envelopes that carry real advertising for them
—and real printing for you.



Learn Printing Salesmanship and Estimating

*The Most Pleasant and Highest
Paid of Print-Shop Employment*

Take Advantage of This Opportunity to increase your earning capacity. "Cash in" on your
knowledge of printing as our many students are doing today. Trained men for these desirable, well-paying positions
are scarce, and this scarcity is rapidly increasing on account of entering the Government service.

Our Home Study Course for those who can not attend our regular resident class sessions, is the same
as the regular class work, the same lessons and lectures, the same because it is a stenographic transcript of the actual
class sessions, lacking only the element of personal contact. It will save you many years of hard work.

THIS IS YOUR ONE BIG CHANCE! — WRITE NOW FOR FURTHER PARTICULARS, RIGHT NOW!

The Printing Crafts School of Salesmanship and Estimating
35 NORTH DEARBORN STREET 3011 PORTLAND BLOCK, CHICAGO, ILLINOIS

1919 CALENDARS

Right now is the time to take orders for next season. Don't wait until some out-of-town man beats you out. All you have to invest is to send \$2.00 for Sample Set and you can get started at once. **BETTER DO IT NOW.**

THE LEO HART COMPANY, MANUFACTURERS AND JOBBERS OF CALENDARS AND CALENDAR PADS.
ROCHESTER, N. Y.

The "New Era" Multi-Process Press

Fastest Flat Bed and Platen Press on the Market

Can be assembled to print in any number of colors on one or both sides of stock. Uses type or flat plates. Automatic Roll Feed. Great variety of operations. Once through the press completes job. Ask us to-day for literature and samples.

Built by THE REGINA COMPANY

217 Marbridge Building, 47 West 34th Street, New York City

TYPE TYPE TYPE

The Best in the World—that's the kind we make. Lower prices than any other foundry or dealer. Write for specimens.

PHILADELPHIA PRINTERS' SUPPLY COMPANY

14 South Fifth Street

Philadelphia, Pa.

New and Rebuilt Printing Machinery

Printers' Supplies Job Presses Folding Machines
Paper Cutters Electric Welding Cylinder Presses

R. W. HARTNETT CO., 402-4-6 Race St.

Philadelphia, Pa.

"ROUGHING"

Let us handle the occasional job of this character for you. Three and four color half-tone illustrations, gold-bronze printing and high-grade work of every character is improved by giving it this stippled effect. All orders entrusted to us are given prompt attention. Charges reasonable—prices on application. Write us your needs in this line.

The Henry O. Shepard Co. 632 SHERMAN ST. CHICAGO, ILL.



The Productimeter

In printing plants all over the country has eliminated all possibility of mistakes in counting production.

Let us send you one on 30 days' free trial. Attachments for any platen press.

Write for new catalog No. 41

DURANT MFG. CO., Milwaukee, Wis.



WHILE-U-WAIT

Rubber Stamp Making Outfits

Require only eight minutes to make rubber stamps. Will also make **HARD RUBBER STEREOTYPES** for printing. A few dollars buys complete outfit. Send for catalogue.

THE BARTON MFG. CO., 89 Duane St., New York City

EMBOSSING IS EASY

If you use **STEWART'S EMBOSSING BOARD**

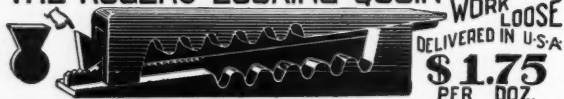
Simple, economical, durable

Sheets, 6x9 inches \$1.00 a Dozen, postpaid

THE INLAND PRINTER COMPANY

632 Sherman Street, CHICAGO

THE ROGERS LOCKING QUOIN CANNOT



WORK LOOSE
DELIVERED IN U.S.A.
**\$1.75
PER DOZ.**

E.B. ROGERS, 22 FOUNTAIN ST., ORANGE, MASS.

\$7,000 Meisel Press, \$3,500

A fast specialty press capable of turning out 2,000,000 "movie" tickets per day. A fine opportunity to engage in a profitable line at a great saving in initial investment. Demonstration by appointment.

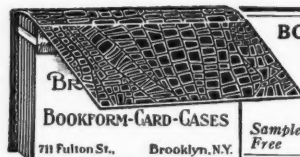
Keller Printing Company, 297-309 Lafayette St. New York City

KEYBOARD PAPER

for the **MONOTYPE MACHINE**

COLONIAL COMPANY, Mechanic Falls, Me.

New York Office: 320 Fifth Avenue



BOOKFORM CARD CASES FOR THE PRINTERS

Attractive, convenient
Manufactured in four sizes
Beautifully embossed
Holds about twenty cards

Samples Free

BROWN MFG. COMPANY
711 FULTON ST., BROOKLYN, N.Y.



CARBON BLACK

MADE BY

GODFREY L. CABOT, Boston, Mass.

940-942 Old South Building

ELF AUK (PN) ELF B.B.B. VULCAN MONARCH KALISTA

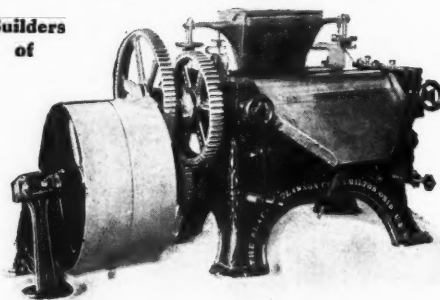
POLLOCK'S NEWS

You can reach 2,400 Editors and Publishers in the Northwest—the wide-awake ones—every month with your selling message, through the columns of Pollock's News. Send for sample and rate card. 710 TEMPLE COURT, MINNEAPOLIS

THE BLACK-CLAWSON CO.

HAMILTON, OHIO, U. S. A.

Builders
of

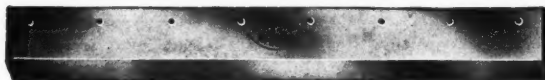


INK GRINDING MILLS with 3 Chilled Iron Rolls

Sizes—6 x 18, 9 x 24, 9 x 32, 9 x 36, 12 x 30 and 16 x 40 inches
With or without Hoppers. Solid or water-cooled Rolls

Also build Paper and Pulp Mill Machinery, Plating Machines, Saturating Machinery and Special Machinery

You Don't Waste Paper



Why Waste Knives?

We have proved time and again that our knife will run 25 to 50 per cent longer on a grinding than any others, so why feed your knives to a grindstone? Ours are no higher in price, either. Write us for prices.

THE L. & I. J. WHITE CO., 33 Columbia Street, Buffalo, N. Y.

TABULAR WORK ON LINOTYPES

All Rule Completed on Machine

For Linotype or Intertype.

*Attached or Removed
in Two Minutes—*

*With No Changes
Made to Machine.*

THE
TABULINE
COMPANY

Manufacturers and Selling Agents
Zent Tabular System for Linotypes
Union National Bank Bldg., Troy, New York

No Intricate Work.

*Automatic Alignment
and No "Casting-up"—*

*As Simple as
"Straight-matter."*

C. RIORDON, Pres.

CARL RIORDON, Vice-Pres. and Managing Director.

F. B. WHITTET, Secy. and Treas.

THOS. E. WARREN, Manager.

Ticonderoga Pulp & Paper Company

ESTABLISHED 1882

Manufacturers of FINE QUALITY

Special Magazine
School Text
Music
Lithograph
Legal Law Book

BOOK PAPERS

Offset
Antique Laid
Coating
Egg Shell

MILLS AND PRINCIPAL OFFICE AT
TICONDEROGA, N. Y.

SALES DEPARTMENT
200 Fifth Avenue, NEW YORK CITY

THE H. C. HANSEN TYPE FOUNDRY

COMPLETE PRINTING
OFFICE EQUIPMENTS

Manufacturers of
THE HANSEN COMPLETE
MITERING MACHINE



REPRESENTATIVES WANTED

Opportunity for several live agents
with financial backing to represent
us in cities and localities in which
we are not at present represented.
Write at once for further particulars.

Branch at
535 Pearl St., New York

190-192 Congress Street, Boston, Mass.

H. ALFRED HANSEN
General Manager

GRAPHIC ARTS SERIES

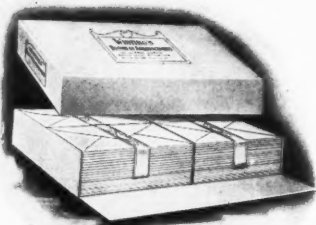
GRAYTONE RULE

8-PT. BORDER NO. 1

EVERY PROGRESSIVE PRINTER

Should be Equipped with a Sample Book of

Whiting's Business Announcements



This line embraces a broad variety of styles and qualities suitable for business announcements, removal notices or circulars, and includes Wedding Invitations and Announcements, together with many papers suitable for social correspondence.



We install this book without charge and can make immediate shipment of any item shown therein.

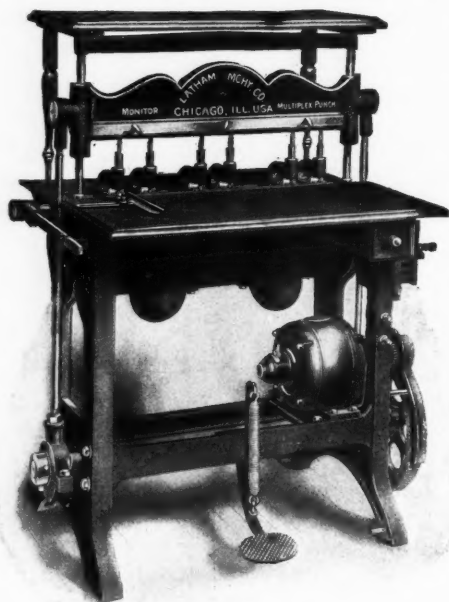
WHITING PAPER COMPANY

Fourteenth St. and Seventh Ave.

NEW YORK

Mills at Holyoke, Massachusetts

Latham's MONITOR Multiplex Punch



When buying
a punching machine

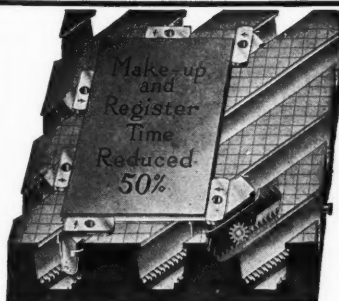
don't overlook the fact that the cost of the machine itself is much less than the cost of the various style punching members you will eventually buy. Therefore, a machine which is not mechanically correct, and which does not drive the punches, as they should be, nor with the proper force, will eat up your profits by ruining expensive punches and dies.

Latham Machinery Co.

NEW YORK
45 Lafayette St.

Ann and Fulton Streets
CHICAGO, ILL.

BOSTON
130 Pearl St.



Warnock Diagonal Block

PATENT BASES

The WARNOCK and Sterling Systems

A combination that offers **100% efficiency** in make-up of forms and register of plates. **Speed, Flexibility, Durability, Economy.**

WARNOCK DIAGONAL BLOCK AND REGISTER HOOK SYSTEM.

Fastest and most accurate plate-mounting device known to the trade. One-third the weight of steel and more durable.

Sterling Aluminum Expansion Book Block System

Sterling Aluminum Sectional Flat Top System

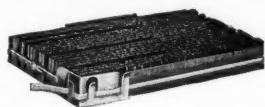
SEND FOR ILLUSTRATED LITERATURE AND FULL INFORMATION

552 S. Clark Street
CHICAGO

THE PRINTING MACHINERY CO.

Main Office and Factory: Third and Lock Streets, CINCINNATI, OHIO

461 Eighth Avenue
NEW YORK



Went into a composing-room a short time ago and a compositor had a nineteen and a half foot string wrapped on a type page for a 5 x 7 book—*fact*. A 22-inch

Hancock Type Tie-Up

did the trick better and quicker.

They are using 800 of them now.
Literature and sample for 10c.

Made and sold by H. H. HANCOCK, Lynn, Mass.

TAG PROFITS

Are Too Small When Tags Are
Printed *as you must print them*—but

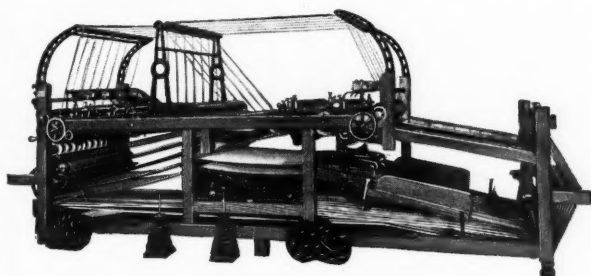
YOU CAN REALIZE GREATER PROFIT

By ordering tags printed to your order by us instead of ordering the blank stock and printing them yourself. This saves you trouble; saves your own plant for more profitable work; and gives you more profit and greater satisfaction all around.

Write for prices and other advantages of our service.

DENNEY TAG CO. WEST CHESTER,
PENNSYLVANIA

This Low-Deck, Two-Side Ruling Machine



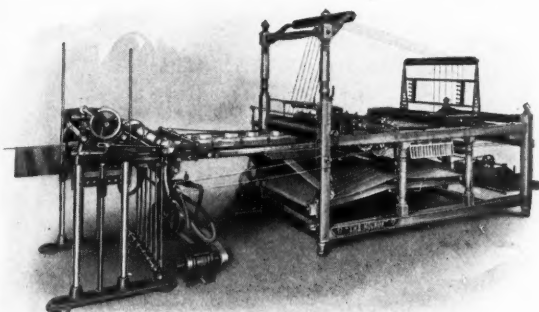
is for both striking and feint-line—can be changed from striker to feint-line quickly—a most complete proposition.

Note illustration showing details of construction.

Unlike others, any make self-feeder can be attached.

Write for our new illustrated catalogue and price-list.

F. E. AND B. A. DEWEY
SPRINGFIELD, MASS.



HICKOK Automatic Paper Feeder

When you consider that the Hickok Feeder will pay for itself in a year and always does your work cheerfully and is always on the job. How can you figure you can do without it?

Write for circular and experience others have had with the Hickok Feeder.

THE W. O. HICKOK MFG. CO.

HARRISBURG, PA., U. S. A.

Representatives for Canada:

THE TORONTO TYPE FOUNDRY CO., LTD., Toronto and Montreal.
NORMAN F. HALL COMPANY, San Francisco, for the Pacific Coast.

COLOR

AND ITS APPLICATION TO PRINTING

By E. C. Andrews

THE author's complete understanding of the difficulties that commonly beset the printer in obtaining satisfactory results in colorwork has enabled him to put into this book much of great *practical* value.

The thorough way in which the author treats the subject has been praised by authorities in all parts of the country.

Price, \$2.00. Postage, 10 cents extra.

THE INLAND PRINTER CO.
632 Sherman Street, Chicago

Four Books Which Should Be
in Every Printer's Library!

"BOOKBINDING and its AUXILIARY BRANCHES"

By JOHN J. PLEGER

Just the thing for ready reference.

They will answer any of the puzzling questions which confront you daily.

Invaluable whether you operate your own bindery or must depend on others for such work.

Two heads are better than one, and with these books you will have Mr. Pleger's experience and advice within reach all the time.

You had better be prepared.

SEND FOR BOOKLET SHOWING CONTENTS
SAMPLE PAGES, PRICES, ETC.

The Inland Printer

632 Sherman Street, Chicago

Found!

A Real Copy-Fitting System

THE DEINZER SYSTEM
"Makes the space fit the copy
and the copy fit the space."

TAKES THE CHANCE OUT OF DETERMINING the space a given amount of copy will fill in any given size or style of type. Saves time wasted in composition by eliminating re-setting on Linotype and Monotype or by Hand.

Equally as Valuable and Essential to
Advertising Writers and Layout Men

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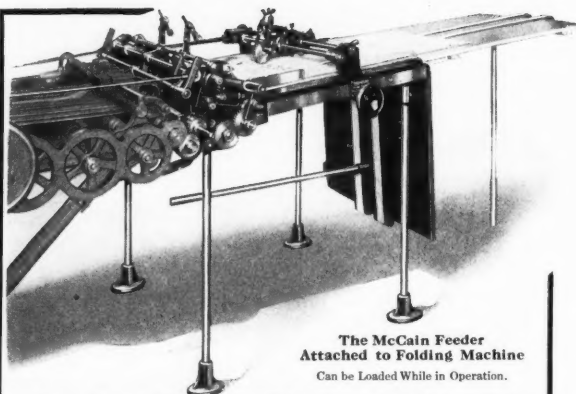
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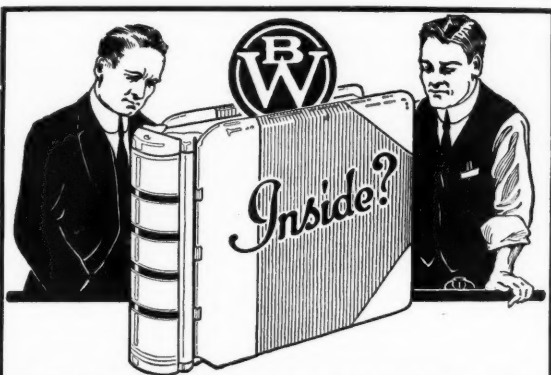
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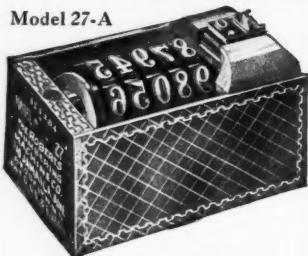
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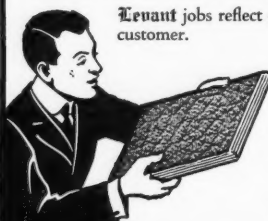
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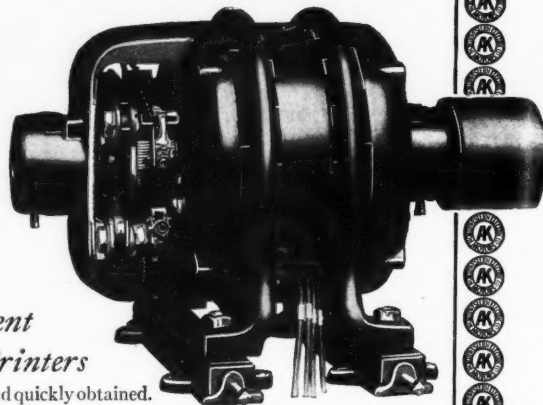
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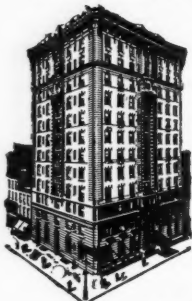
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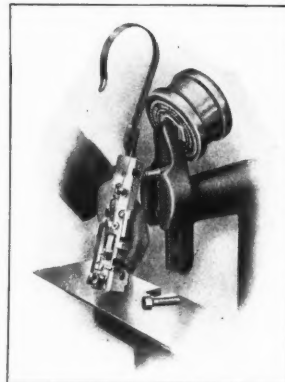
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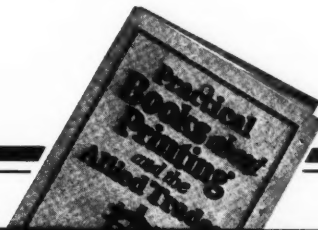
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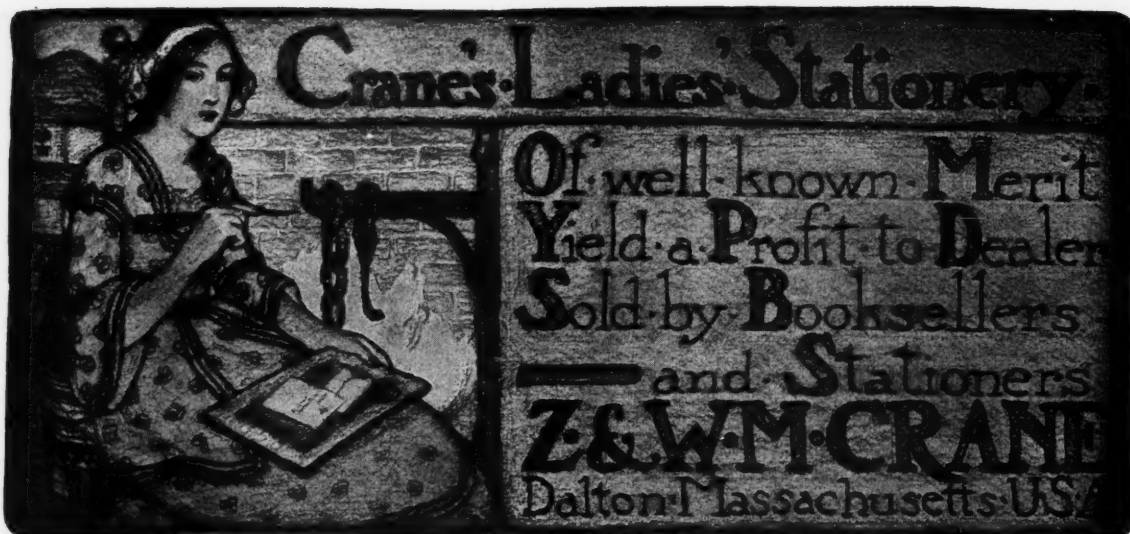
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